

1929

SIMPSON'S

MIDSUMMER Sale

Simpson's Pay the Postage



49¢

Smart Floral Rayon

47V100 Low price, beauty of coloring and design, lovely soft quality—all these are features of this Smart Floral Rayon. One of the greatest dress goods bargains you ever saw! Order now! Width about 35 inches. Sale price delivered a yard..... **49¢**



20¢

Simpson's Mercerized Fugine Broadcloth

Value Truly Amazing

48V110 Never in the history of Our Mid-Season Sales has such value in Broadcloth been offered! A fine fully mercerized quality, purchased in tremendous yardage to give our customers the popular wash fabric at an unheard-of price. Buy now for the whole family! You can use many yards in your sewing. Lovely colors. Width about 36 inches. Sale price delivered a yard..... **20c**



30¢

Permanent Beaded Voile

Priced Away Low

48V111 The whole country demands spot fabrics for Summer. Note this remarkable value in a dainty sheer voile with raised spot! The spot is permanent and guaranteed not to wash off. The voile is without equal for Summer frocks for all ages. A lovely fabric and a Special Simpson Bargain. Buy during this Sale! Width about 40 inches. Sale price delivered a yard..... **30¢**

6 Extraordinary Values



67¢

Baronet Sport Satin

Of Great Interest!
47V101 Extra Big Sale Value in Baronet Sport Satin—our standard quality, bright and lustrous in finish. The price greatly reduced to give you a Special Bargain in a lovely rich material. Width about 36 ins. Sale price del'd a yard.. **67¢**



14¢

Woven Dress Gingham

A Record-Breaker

48V112 Quality and price considered, this value in Dress Gingham beats every previous record. Don't miss this chance to save money on the gingham you surely need! Newest colors and designs. Width about 32 inches. Sale price delivered a yard.. **14¢**



\$1.29

Pure Silk Flat Crepe

Buy Yours Now!

47V102 Standing out strongly among our "6 Extraordinary Values" is this Pure Silk Flat Crepe. Good weight, popular, fashionable—this quality never before priced so low. Make sure of the saving! Order at once! Sale ends August 31st. Width about 40 inches. Sale price del'd a yard **\$1.29**

THE **SIMPSON** WESTERN LIMITED
REGINA

Remember-SIMPSON'S PAY THE POSTAGE

SALE ENDS AUGUST 31ST


See Page 11 Also Showing Wonderful Values in Dress Fabrics

Sensational Offering

SILK FUGI BROADCLOTH



NAVY
49¢
SAND
DAINTY RAYON CREPE
CHIN-CHIN
BLACK
Guaranteed Fast Colors
47V108 Remarkably low price on this lustrous Rayon Crepe. The design—a copy of a French crepe—is exclusive with Simpson's. Width about 35 inches. Sale price delivered a yard. **49¢**



BLACK
POWDER
SAND
NAVY
119¢
FRENCH GEORGETTE
JADE
SUNNI
GRECIAN ROSE
PEACH
AMERICAN BEAUTY
Note this Fine Saving!
47V110 Lovely French Silk Georgette—the pebble woven-in, not embossed, so that it will not wash out. Sheer, dainty, yet serviceable. These colors and white. A low price. Width about 39 ins. Sale price delivered a yard..... **\$1.19**



LILAC
SUNNI
SAND
PINK
JADE
ROSE
NAVY
PEACH
WHITE
39¢
LUSTROUS BEAUTIRAY
Very Special Value!
47V111 Imagine such a low price as this on lovely lustrous Rayon Beautiray! Nothing prettier for dresses, lingerie, slips, linings or fancy-work. Washes perfectly. Wears well. Any woman with an eye for a bargain won't miss this. Width about 36 ins. Sale price del'd yd. **39¢**



VALENCIA
NAVY
SUNNI
JADE
LILAC
POWDER
47¢
WILD HONEY
ROSEWOOD
BLACK
LIPSTICK
One of the Biggest Features of the Sale
Standard Quality Priced away Low
47V109 This promises to be one of the sensations of Simpson's Mid-Summer Sale—our standard All-Silk Fugi Broadcloth at a price you've never dreamed of seeing on this splendid silk. For Summer dresses and underwear. Be sure to take advantage of this special. Width about 30 inches. Sale price delivered a yard.... **47¢**



JADE
NAVY
PEACH
POWDER
WHITE
SUNNI
ROSEWOOD
BLACK
SAND
87¢
FLAT CREPE RADIANT
47V113 Buy this Flat Crepe Radiant, it's our standard quality—but never before at this low price. Woven from art silk and fine Egyptian yarns. Washes well. Width about 36 inches. Sale price del'd yd. **87¢**



BLACK
POPPY
DAINTY SUMMERY ORGANDIES
POWDER
LILAC
SEA GREEN
35¢
Marvellous at this Price
48V115 One of the smartest of the new Summer fabrics—Organdie in spot design—is featured here at a specially low price. See how little the makings of a frock will cost—and yet there is nothing newer this season. Don't miss it! Width about 36 inches. Sale price delivered a yard. **35¢**



AMERICAN BEAUTY
NAVY
ROSEWOOD
SAND
JADE
WHITE
PEACH
POWDER
78¢
39 INCH CREPE-DE-CHINE
Here's a Rare Bargain
47V112 All-silk Crepe-de-Chine of fine quality—at this specially reduced price, a bargain few women will be able to resist. Used for many of the smartest dresses. A tempting value! Width about 39 ins. Sale price delivered a yard..... **78¢**



NEW GOLD
BLACK
VALENCIA
SEA GREEN
POWDER
SAND
LILAC
PEACH
29¢
SMART BROADCLOTH
48V118 This value needs no comment. The fashionable Printed Broadcloth so much in demand for Summer Sports wear, at a sensationally low price. In the newest designs and shades. All guaranteed fast colors. You can't go wrong in buying this. Width about 32 inches. Sale price delivered a yard.. **29¢**



NEW SMOCK CHINTZ INCLUDING PAPER PATTERN
149¢
A Smock Length
48V116 Make your own smock—buy a length of this colorful Chintz and save money. Useful for house, garden or beach. Pattern included. Small, medium, large. Del'd the length. **\$1.49**



POWDER
SAND
NEW SUMMER VOILES
20¢
Big Sale Value!
48V117 Don't overlook this fine special! The fashionable patterned Voile in the daintiest designs, priced lower than ever before. Lovely quality. Width about 39 ins. Sale price delivered a yard.... **20¢**



A Saving on Every Yard!
48V118 This value needs no comment. The fashionable Printed Broadcloth so much in demand for Summer Sports wear, at a sensationally low price. In the newest designs and shades. All guaranteed fast colors. You can't go wrong in buying this. Width about 32 inches. Sale price delivered a yard.. **29¢**



Another Great Value

88¢

Black
Duchesse
Satin

Big Special Purchase
Direct from Switzerland
Greatly Underpriced

47V180 Specially purchased for Simpson's Mid-Summer Sale and priced extra low as a result, is this rich Black Duchesse Satin, pure silk and art—a lovely quality for stylish dresses. Well-woven and has a beautiful sheen. Don't hesitate to purchase ahead of your present needs. It will pay you, at this price. Width about 36 inches. Sale price del'd a yard

88¢

Chiffon
Velveteen

65¢

Note this Extra Low Price!

46V105 No need to tell you this is a very low price for chiffon velveteen. A lovely quality for dresses, jackets or children's wear. Black, navy, toast, Copen, cardinal.

Width about 22 inches. Sale price delivered a yard

65¢

Big Value

Lingerie
Checks

15¢

Don't Miss This!

48V141 Note the saving for you on this lovely lingerie check. Suitable for underwear, bedroom curtains and children's dresses. Pink, hello, sunni, peach, sky, white.

Width about 36 inches. Sale price delivered a yard

15¢

36
inch
Black
Sateen

25¢

Note the Good Width

46V102 A wonderfully low price for black sateen of this quality. For bloomers, costume slips, linings, men's shirts, rompers—save on any of these.

Width about 36 inches. Sale price delivered a yard

25¢

Rayon
Lingerie
Alpaca

35¢

A Bargain!

47V185 Fine lingerie alpaca of lustrous rayon. For underwear or children's dresses. Wears and washes well. Azure blue, peach, poppy, Nile green, sunni, rose, sand, navy, lilac, ivory, black.

Width about 36 ins. Sale price delivered a yard.....

35¢

Makes Dainty
Underwear

47V184 The price on this lovely glove silk jersey is the lowest yet! Don't miss this saving. Ideal fabric for dainty underwear. Pink, lilac, peach, sky, rose, white.

About 36 ins. Sale price del'd a yard.....

47¢

Glove
Silk
Jersey

47¢

Lingerie
Nainsook

16¢

Our Standard Quality—Reduced

48V143 All our customers know this lingerie nainsook—it's our standard quality. Soft silky finish. Serviceable and easy to wash. Pink or white.

Width about 36 inches. Sale price delivered a yard.....

16¢

54
inch
Farmers
Satin

47¢

46V103 It means money in your pocket when you buy this splendid Farmers satin. Excellent for bloomers, linings, aprons, etc. Always wears splendidly and keeps its lustre. Don't fail to get some at this price. Black, navy, grey, sand.

Width about 54 inches. Sale price delivered a yard..

47¢

Manufacturer's
Clearance

Two Shades only



ROSE

COPEN

Linon Suiting

ROSE

COPEN

19¢

Broken Lines Priced Away Low

48V140 Because this was an incomplete color range we were able to purchase this standard linon suiting for you at an unusually low figure. Just what is needed for the new Summer suits, smocks or Sport frocks. Rose or Copen blue only.

Width about 34 inches. Sale price delivered a yard.....

19¢

Reg. 79¢ and 80¢



Printed
Crepe-de-Chine

59¢

A Big Saving Here!

47V181 Greatly reduced, this lovely printed crepe-de-chine! Wide assortment of designs—all smart. Ground of poppy, powder, peach, jade, navy. Give first and second color choice. Width about 36 inches. Sale price del'd a yard

59¢

Simpson's
Standard
Serge

Priced Lower
55¢

A Big Sale Special!

46V100 Simpson's special all-wool serge—featured at a greatly lowered price. Well-woven. Fully guaranteed for wear. For dresses, suits or coats. Navy and black only. Width about 40 ins. Sale price delivered a yard.....

55¢

Choose this for Coats and Hiking Suits
the Special Price Will Save You Money

46V101 The popular Donegal Tweed in a good sturdy quality—wool mixed with a little cotton. Will make splendid coats and outing suits. Brown or grey mixtures. It's a rare event that brings you this tweed at such a low price.

Width about 54 inches. Sale price delivered a yard.....

69¢



POWDER

JADE

BLUSH ROSE

SAND

NAVY

SPORT RED

A New
Low Price

79¢

All Wool
Sport Flannel

This Will Create a Sensation

46V104 Never before have we put such a low price on Sports flannel of this quality. Don't miss it! Pure wool. Lovely soft quality. Ideal for dresses, skirts, Summer coats, etc. A sensation of the Sale. Powder blue, jade green, navy, Sport red, sand, blush rose.

Width about 54 inches. Sale price delivered a yard..

79¢

**READ ABOUT THIS
REMARKABLE
VALUE**

HEMSTITCHED
SHEETS
LOVELY
BIG SIZE

\$2.98
PAIR

**Substantial
Saving for You!**

45V100 Here is a real bargain for the woman who appreciates good quality. Lovely hemstitched sheets made from linen-finished bleached cotton sheeting. Of unusually good appearance. Strong and serviceable. Note the extra large size! At our sale price this is a special not to be missed. About 76 x 87 inches. Simpson's Sale price a pair..... **\$2.98**

**BARGAIN STAMPED
PILLOW CASES**

68¢
PAIR

Ready to Work—Priced Low

45V103 A tempting special for the woman who is fond of embroidering—pillow cases ready-stamped in lovely design. Made of fine white pillow cotton, with hemstitched ends. Easy to work. Launder well. About 42 x 33 inches. Simpson's Sale price a pair..... **68¢**

**OUTSTANDING
QUALITY 2 SIZES**

BUY SHEETS HERE

\$2.39
UP
PAIR

Don't Miss this Special!

Serviceable sheets made from extra heavy bleached cotton sheeting in two sizes—each size priced specially low for Simpson's Mid-Summer Sale. Each sheet ready hemmed. Don't delay! Order yours now. The saving is most unusual. Large and extra large—for double beds.

45V108 About 69 x 87 inches. Sale price a pair..... **\$2.39**

45V109 About 76 x 87 inches. Sale price a pair..... **\$2.63**

**FOR
DOUBLE
BEDS**

ONLY **\$2.09**
PAIR

A Small Price!

45V110 Strong double-bed sheets, ready hemmed—one of the biggest specials in our Mid-Summer Sale. Made from durable bleached cotton sheeting. About 69 x 87 ins. Simpson's Sale price a pair **\$2.09**

DOUBLE BED

**KRINKLETTE
BEDSPREADS
LOTS
OF
WEAR**

\$1.78

**Wonderful Bargain
in These Popular Spreads**

45V113 Here's a splendid special in the white cotton krinkle spreads that so many women like. They are fully bleached, firmly woven, durable quality, easy to wash and require no ironing. Great favorites for everyday use. At Simpson's Mid-Summer Sale price they are a value no woman can afford to overlook. About 72 x 90 inches. Simpson's Sale price each..... **\$1.78**

**HEMSTITCHED
PILLOW CASES**

PRICED LOW **65¢**
PAIR

Don't Miss This!

45V101 Wonderful value in hemstitched pillow cases made from heavy pure-finished white pillow cotton. Buy now and Save! About 42 x 33 inches. Simpson's Sale price a pair **65¢** or 3 pairs **\$1.89**

**SIMPSON'S BIG SALE
WONDERFUL VALUES**

**RICH
ART SILK
BEDSPREAD**

ROSE
BLUE
GOLD

\$3.79

Sale-Priced!

This Large Art Silk Spread

45V104 At Simpson's Sale price this lovely bedspread is rare value. Of art-silk-and-cotton in rose, blue or gold. Scalloped all-around. Note the large size—about 80 x 100 ins. to cover bed and pillows. Simpson's Sale price each..... **\$3.79**

SAVE 3 PAIRS

HEMMED
PILLOW
CASES

\$1.39

Big Value Here!

45V112 Serviceable hemmed pillow-cases made from good quality bleached pillow cotton. Well-finished. About 42 x 32 ins. Simpson's Sale price 3 pairs **\$1.39**

**BIG
BED SPREAD
VALUE**

\$1.94

Bedspreads—Reduced

45V111 Here is a splendid chance to save on white cotton crochet bedspreads. Of heavy quality, well-woven in attractive designs, ready hemmed. Size about 72 x 84 inches—for double beds. Simpson's Sale price each..... **\$1.94**

LEADER
MOTOR
RUG
VALUE

\$2.98

**SIMPSON'S
Pay the POSTAGE**

BIG SALE

HEAVY
ALL WOOL
GREY
BLANKETS

\$4.95
PAIR

Note

this Saving!

45V102 Large warm all-wool grey blankets—bargain-priced in our Mid-Summer Sale. Save on your supply for home or camp. Well scoured and well napped. Dark border-stripes. Ends whipped. Will wear splendidly. About 56 x 76 ins. Weight about 6 lbs. Simpson's Sale price a pair..... **\$4.95**

**All-Wool
Blankets**

EXTRA BIG

WHITE BLANKETS
ALL WOOL

Rare Bargain

45V105 All-wool blankets. Natural white with pink or blue borders. Well-napped, finished singly, ends whipped. About 72 x 84 inches, for big double beds. About 7 lbs. Simpson's Sale price a pair **\$8.85**

\$8.85
PAIR

\$8.85

**SIMPSON'S
GREY
HARVESTER
BLANKETS**

45V106 Warm blankets for harvesters or campers' use, priced extra low. Grey with fancy borders. Woven from strong cotton mixed with scoured wool shoddy. Ends whipped. About 56 x 76 ins. About 6 lbs. Simpson's Sale price a pair **\$2.98**

ONLY

\$2.98
PAIR

**BIG BARGAIN
FLANNELETTE
BLANKETS**

\$2.98

Buy These!

45V107 Fine soft flannelette blankets. White or grey with pink or blue borders—size about 64 x 72 inches. Sale-priced extra low. Soft napping. Ends whipped. Sale price a pair. **\$1.98**

WHITE
GREY

\$1.98
PAIR

LOVELY
PANELLED
COMFORTER

\$3.85

Big Value!

45V114 English motor rugs priced specially in Simpson's Mid-Summer Sale. Assorted dark plaids, woven from scoured wool mixed with cotton. Ends fringed. Warm and serviceable. About 58 x 68 ins. Simpson's Sale price each..... **\$2.98**

A Chance to Save Here!

45V115 Big warm comforters covered with Paisley art chintz with wide panel of saaten to match. Fluffy white cotton filling held by stitched quilting. A big Sale special. About 66 x 72 inches, for double beds. Simpson's Sale price each..... **\$3.85**

BIG LEADER
EXTRA QUALITY
WIDE WIDTH
BLEACHED

Simpson's
Pay the
Postage

THIS IS
GOOD BUYING
BLEACHED

FINE
LINEN
FINISH

Plain Sheeting
Big value in linen-finished bleached cotton sheeting. Wears well. Simpson's Sale prices:
45V119 70 inches. Yard..... **64¢**
10 yds. **\$6.35**
45V120 80 inches. Yard..... **74¢**
10 yds. **\$7.35**

The 76-Inch Width
45V118 One of the greatest bargains in years! High-grade bleached cotton sheeting, about 76 inches wide for large double beds. Gives best service. Simpson's Sale price a yard... **59¢**
10 yds. **\$5.85**

SIMPSON'S GREAT SALE

WONDERFUL
QUALITY
UNBLEACHED
NOTE BIG WIDTH

Big Special
45V121 Heavy unbleached cotton sheeting, away low in price. Strong in weave and well finished. Width 80 inches—for large double beds. Simpson's Sale price a yard..... **48¢**
10 yds. **\$4.75**

Extra Value
45V129 Here's a big bargain! Unbleached factory cotton, 36 inches wide—good quality for pillow cases, seamed sheets, etc.—away down in price. You save on all you buy now. Simpson's Sale price 10 yards **\$1.44**

WONDERFUL
VALUE
40 INCHES
WIDE

Get Your Share!
This is Big Value
45V131 Unbleached factory cotton, 40 inches wide, free from specks, strong, heavy and durable. Suitable for underwear, sheets or pillow cases. Simpson's Sale price. 10 yds. **\$1.89**

UNBLEACHED
LOTS
OF
WEAR

UNBLEACHED
FOR
DOUBLE BEDS

Rare Bargain
45V122 Buy this 72-inch unbleached cotton sheeting, and get a good serviceable sheeting at a money-saving price. For double beds. Easy to wash and bleach. Simpson's Sale price a yard... **34¢**
10 yds. **\$3.35**

Buy Now!
45V128 Fully bleached sturdy household long-cloth—a bargain you should not miss. Splendid for night-gowns, slips, etc. Width about 35 inches. Simpson's Sale price 10 yards **\$1.53**

STRONG
MAKE
YARD WIDE

STURDY
WEAVE
FOR
HOME
SEWING

LOVELY
QUALITY
WHITE AS SNOW

45V130 Not in years have we sold such a fine quality of white long-cloth for such a price as this. Firm, well-woven and durable. Width about 35 inches. Simpson's Sale price 10 yards **\$1.95**

FACTORY COTTONS

EXTRA
HEAVY
SHEETING
WEIGHT

Factory Cotton
45V132 An outstanding bargain in extra heavy unbleached round-thread factory cotton, for sheets, pillow cases and fancy work. Width 36 inches. Simpson's Sale price a yard..... **21¢**
10 yds. **\$2.05**

PRICED
LOW

STRONG
MAKE

45V133 Very low price on long-wearing plain pillow cotton, about 42 inches wide, well woven and fully bleached. Simpson's Sale price a yard..... **24¢**
10 yds. **\$2.35**

PILLOW COTTONS

CIRCULAR WEAVE
42 INCH

heavy bleached circular pillow cotton—the kind which stands lots of wear. Width about 42 ins. Simpson's Sale price a yard.... **39¢** 10 yds. **\$3.85**

READ THIS
GOOD NEWS

UNBLEACHED
SHEETS
FOR
DOUBLE BEDS

\$1.77
PAIR

45V126 A wonderful sale bargain! Ready-made unbleached cotton sheets for constant use—marked away down in price. About 72 x 87 inches. Simpson's Sale price a pair.. **\$1.77**

NAINSOOK
BARGAIN

Order Now!
45V127 In our Sale you can buy this fine snow-white needle-finished nainsook at a special price! Width about 35 inches. Simpson's Sale price 10 yds. **\$1.94**

\$1.94
10 YARDS

AN OUTSTANDING
BARGAIN

Think of This
for Value!

45V134 One of the bargains you get in Simpson's Sale—extra heavy bleached circular pillow cotton—the kind which stands lots of wear. Width about 42 ins. Simpson's Sale price a yard.... **39¢** 10 yds. **\$3.85**

LEADER VALUE

WIDE ENGLISH
FLANNELETTE

PINK
BLUE
MAUVE

10 YARDS.

Good News!

45V138 One of our great sale values! Heavy English flannelette, striped designs in pink, blue or mauve. Lovely for pajamas, nightgowns, sleepers, etc. A wonderful quality with finest napping. Finished without dressing. Wears splendidly. Width about 34 inches. Simpson's Sale price a yard **25¢**

10 yards \$2.45

Timely Bargain

45V139 Be sure to share in this saving! Heavy white Saxony flannelette about 34 inches wide, marked down in price for this sale. It will pay you to buy all you need. Simpson's Sale price a yard..... **24¢**

10 yards \$2.35

LOVELY
SOFT
ENGLISH
BABY
FLANNEL

78¢
YARD

Outstanding Value

45V143 An English-made pure wool flannel in cream color, fine and soft for baby's dainty garments. No flannel could be better for the wee tots—it is warm and it will not irritate the delicate skin. Width about 27 inches. Simpson's Sale price a yard..... **78¢**

Extra Special

45V144 For shirts, bloomers, etc., you'll like this Angola flannelette shirting, woven in dark plaids. Both sides are napped and the weave is strong and firm. Gives excellent service and is easy to wash. Width about 27 inches. Simpson's Sale price 10 yds. **\$1.98**

**BUY THESE
GOOD CANTONS
AT SALE PRICES**

FOR
NURSERY
USE

EASY
TO
WASH

10 YARDS.

\$1.44

Bargain in Canton

45V148 Economy here for you! A fine soft unbleached Canton, absorbent, durable and will wash easily. Think of the saving in money and order a 10-yard length during this big Sale. Wonderful Canton for the money. Width about 26 inches. Simpson's Sale price... 10 yards **\$1.44**

BIG BARGAIN

FEATHER
PILLOWS

\$1.98
PAIR

Big Pillows

45V136 Get your pillows right now and save money! These are of pretty floral art ticking, with soft clean chicken feathers. Each about 19 x 26 ins. Weight of pair about 7 lbs. Simpson's Sale price a pair **\$1.98**

STITCHED COMFORTER BATT

72 x 90 INCHES

3 LBS.

THINK OF IT

ONLY

98¢

Buy Now!

45V137 A splendid Simpson bargain! Good natural white cotton batts, quilted lengthwise to give added strength. Fluffy, soft and lofty—among the best batts for filling comforters. Open out into a sheet. About 72x90 inches, the right size for a double-bed comforter. Weight 3 lbs. Simpson's Sale price each. **98¢**

**GREATEST VALUES IN YEARS
FOR THIS SALE**

SOFT
SAXONY
WEAVE

HEAVY
QUALITY

WIDE
WIDTH

10 YARDS.

\$2.35

FLANNELETTE BARGAINS

PRICED
LOW

35 INCH

10 YARDS.

\$1.93

SOFT
NURSERY
QUALITY

READ
ABOUT
THIS

10 YARDS.

\$1.78

10 YARDS.

\$1.44

Read This!

45V140 Lots of wear in this sturdy flannelette, pink or blue stripes. Well napped and free from dressing. You'll like it for bloomers, pajamas, kiddies' sleepers and quilt linings. Width about 35 inches. Simpson's Sale price 10 yds. **\$1.93**

For Baby

45V141 Your chance to save money on soft white Saxony flannelette for baby clothes or for underwear! Nicely woven, pure-finished and has a good thick nap. Width about 27 ins. Simpson's Sale price 10 yds. **\$1.78**

Priced Low

45V142 Worth-while saving here! A sturdy and durable flannelette, pink or blue stripes. Economical for sleeping clothes, bloomers, undershirts, etc. Width about 27 inches. Simpson's Sale price 10 yds. **\$1.44**

STRONG
WEAVE
PLAID
ANGOLA
SHIRTINGS

10 YARDS.

\$1.98

THIS
STRONG
GALATEA
SHIRTING

10 YARDS.

\$1.98

A Saving

45V145 Great bargain in navy-and-white stripe yarn-dyed galatea shirting, closely woven, tough and sturdy. Splendid for men's and boys' shirts, also for children's blouses, rompers and overalls. The more you buy the more you save. Width about 27 inches. Simpson's Sale price 10 yds. **\$1.98**

SALE PRICE

44¢
YARD

Value Unexcelled

45V146 One of our big Sale bargains! A heavy quality of yarn-dyed blue-and-white striped ticking, woven closely to hold feathers securely—the right kind for pillows or mattresses, and our price makes it marvellous value. Width about 32 ins. Simpson's Sale price a yard.... **44¢**

10 yds. \$4.35

STRAW
TICKING
BARGAIN

10 YARDS.

\$1.95

Strong and Firm

45V147 Simpson's Sale saves you money. Here is wonderful value in strongly woven straw ticking, yarn-dyed fancy stripes. Buy this ticking! You'll find it extremely durable. Width about 30 inches. Simpson's Sale price 10 yds. **\$1.95**

HEAVY
SOFT
MAKE

10 YARDS.

\$1.83

Bleached Canton

45V149 Low Sale price for heavy bleached Canton with soft napping on one side—the best for baby's use. Easy to wash, absorbent and durable. Width about 25 inches. Simpson's Sale price... 10 yards **\$1.83**

WIDE
BUNGALOW
CHECK
APRON
GINGHAM

23¢
YARD

Get Yours!

45V150 Reduced price on strong apron gingham, blue-and-white woven bungalow check. Splendid for rompers or aprons. Width about 39 ins. Simpson's Sale price a yard..... **23¢**

10 yds. \$2.25

GOLD
BACK

BLUE
DENIM

34¢
YARD

Think of this Value!

45V151 Just what you need for overalls and smocks—extra heavy denim, navy blue with threads of yellow gold on the under side. Gives the greatest service for work clothing. Width about 28 inches. Simpson's Sale price a yard... **34¢**

HEAVY QUALITY
PURE LINEN
54 X 54 INS.

ROSE
BLUE
GOLD
GREEN

98¢

Lovely Tea Cloth Less than a Dollar

45V154 Note the extraordinarily low price on these lovely pure Irish linen tea cloths! They're among the outstanding specials of Simpson's Sale. Have lovely new fancy borders, rose, blue, gold or green the predominating color. Handy size—about 54 x 54 inches. Simpson's Sale price each.....98¢

STAMPED
TEA SET

85¢

45V155 A tempting bargain! 1 tea cloth, about 45 x 45 ins. and four napkins, about 14 x 14 ins. Of cream art cloth, stamped to embroider. 5-piece set. Simpson's Sale price 85¢

A BARGAIN

ITALIAN
BRIDGE SET

1.98

45V156 This beautiful bridge tea set is wonderful value at our low sale price. Deep cream linen, hand-embroidered with the typical Italian openwork edge and an attractive design. 1 tea cloth, about 36 x 36 inches, and 4 napkins, about 12 x 12 inches. The 5-piece set. Simpson's Sale price.....\$1.98

SIMPSON'S SALE SAVING YOU QUALITY AND VALUE

LOOK
ALL LINEN
54 x 70

HEAVY QUALITY

98¢

Table Cloth Priced Low

45V157 You get a real bargain when you buy these splendid white damask table cloths. Heavy weight, woven from best cotton yarns. Ready-hemmed. Large size. Wear wonderfully. Launder perfectly. About 54 x 68 inches. Simpson's Sale price each 98¢

1.58

A
Rare
Sale
Value

45V158 Pure linen, extra large, with striped borders in rose, blue, gold or green. About 54 x 70 inches. Simpson's Sale price \$1.58

ROSE
BLUE
GOLD
GREEN

Hemmed
Linen
Table Cloth
with
Colored
Border

An Economy Price

45V159 No finer table-linen value than this! Pure Irish linen table cloth, fully bleached, heavy, well-woven quality. Rich satin damask designs with border. Note good size—about 66 x 66 inches. Buy yours at once. Simpson's Sale price each.....\$1.94

LOOK

READ
ABOUT
THIS

LINEN
SET

7 PIECES

4.95

Note this Wonderful Value!

45V160 Bleached pure Irish linen satin damask table set. Fine weave, lovely heavy "Flower-of-the-Flax" quality. Rich bordered designs. 1 table-cloth, about 70 x 88 inches, and 6 table napkins about 20x20 inches. All hemmed. 7-piece set.

Simpson's Sale price \$4.95

TABLE DAMASKS

WONDERFUL
VALUE

98¢
YARD

A Bargain!

45V162 Snow-white table damask priced away low—lovely assorted designs. Woven from best cotton yarns. Wears wonderfully. Big Value! Width about 54 inches. Simpson's Sale price a yard 49¢

49¢
YARD

Table Napkins

45V163 Truly astonishing value! Bleached pure linen satin damask table napkins. Heavy and firm. Lovely border designs. Hemmed. About 20 x 20 inches. Simpson's Sale price a dozen.....\$2.84

Pillow Case

45V164 Specially priced Madeira hand-embroidered baby pillow case of fine white batiste. Scalloped all-around. About 12 x 16 inches. Simpson's Sale price each.....59¢

59¢

THIS
JAPANESE
TEA
CLOTH

ONLY

83¢

Think of Paying Only This!

45V165 For this wonderfully pretty hemstitched Japanese tea cloth printed in fast-color blue on a fine white ground. Dainty, serviceable, easy to launder. Big Sale value for Simpson customers. About 54 x 54 inches. Simpson's Sale price each.....83¢

DON'T
MISS
THIS

ONLY

1.39

IRISH
EMBROIDERED

89¢
PAIR

Fine Pillow Case Value!

45V166 You're getting remarkable value for your money when you buy these lovely pillow cases. Of bleached pillow cotton, embroidered in attractive designs and finished with fancy scalloping. Durable and low-priced. About 42 x 33 ins. Simpson's Sale price a pair 89¢

ANOTHER
BARGAIN

3 PAIRS

1.48

Hemstitched Cases

45V168 Among our finest Sale values are these splendid hemstitched pillow cases. Made from strong pillow cotton, bleached snow-white. A wonderful quality for such a low price. About 42 x 33 inches. Simpson's Sale price... 3 pairs \$1.48

\$1.39

BEAUTIFUL
HEMSTITCHED
LINEN SET

7 PIECES

4.78

A Wonderful Saving Here!

Hemstitched Linen Set 45V169 Here Simpson customers get remarkable value! Pure Irish linen full satin damask table set, greatly under-priced. Lovely border designs. Well woven. Bleached white. 1 table cloth about 64 x 64 inches; and 6 napkins, about 18 x 18 inches. Each piece spoke-hemstitched all around. The 7-piece set. Simpson's Sale price.....\$4.78

SIMPSON'S — PAY — THE — POSTAGE —

MID-SUMMER SALE 1929

Page 7

NEW RAINBOW STRIPE

JACQUARD
BATH TOWELS

89¢
PAIR

ROSE
BLUE
GOLD

Huck Towel Special!

45V172 Priced low in Simpson's Mid-Summer Sale—serviceable huck towels. Woven from strong cotton yarns. Bleached and hemmed. Splendid for ordinary use. About 17 x 34 inches. Simpson's Sale price 3 prs. **95¢**

Big Sale Feature

45V173 Lovely thick soft bath towels in beautiful woven Jacquard designs, rose, blue or gold, all fast colors. Ends hemmed. About 20 x 40 inches.

Simpson's Sale price a pair **89¢**

HUCK TOWEL
SALE

3 PAIRS

95¢

BIG AND THICK

58¢
PAIR

SALE BARGAINS IN TOWELLINGS

READ
ABOUT
THIS

GREAT
TOWELLING
BARGAIN

WONDERFUL

VALUE
PURE
LINEN

10 YARDS

\$1.95

STURDY
PURE LINEN
CRASH

10 YARDS

\$1.43

A Real Towel Bargain

45V174 Imagine lovely thick absorbent bath towels like these for such a low price! They are of English make. Fast-color stripes. This is a bargain no thrifty housewife will want to miss. About 20 x 39 inches. Simpson's Sale price a pair **58¢**

Crash Towelling Sale-Priced!

45V178 This all-linen crash towelling of sturdy Scotch make is a rare bargain at the price. Fully bleached. Finished with red border. Heavy, strong and durable. Width about 16 inches. Simpson's Sale price.. 10 yards **\$1.43**

Glass Towelling Special

45V179 Here is a big saving for housewives—durable glass towelling, exceptionally good quality woven in red checks from best absorbent cotton yarns. Linen-like texture. Width about 20 inches. Simpson's Sale price 10 yards **\$1.49**

Special Irish Make

45V175 This bleached Irish all-linen tea towelling is wonderful value at this price. Extra heavy and well-made. Width about 22 inches. Simpson's Sale price a yard.... **24¢** or 10 yards **\$2.35**

45V176 One of our outstanding Sale specials—this remarkable towelling which the French people call "country towelling" or "toile du pays." A homespun weave, made from heavy pure linen yarns in natural brown shade. Wonderfully durable. Easy to wash. About 19 inches wide. Simpson's Sale price a yard..... **25¢** or 10 yards **\$2.45**

45V177 Nothing short of wonderful is this all-linen brown-and-white striped crash towelling at our low Sale price. Ideal for serviceable roller or kitchen towels. About 16½ inches wide. Simpson's Sale price a yard.... **20¢** or 10 yds. **\$1.95**

Extra
Heavy

BIG BATH TOWELS SALE

English-Made Bath Towels

45V185 Wonderful for the money! English bath towels woven in fast-color blue stripes. Ends fringed. Good drying quality. Will give the best service. About 17 x 35 inches. Simpson's Sale price 3 pairs **\$1.29**

Lovely White Bath Towels

45V186 Don't miss this big special! Durable soft white bath towels woven from the best-spun cotton yarns. Absorbent. Easily washed. Hemmed ends. About 18 x 36 inches. Simpson's Sale price 3 pairs **\$1.44**

White Turkish Bath Towels

45V187 Very special value in large heavy white bath towels. Thick soft double-loop pile. Ends hemmed. A fine chance to save money. About 20 x 40 inches. Simpson's Sale price a pair.... **69¢** or 3 pairs **\$2.00**

PRICED LOW
3 PAIRS **\$1.29**

LOTS OF WEAR
3 PAIRS **\$1.44**

BIG DOUBLE LOOP WEAVE
3 PAIRS **\$2.00**

EXTRA
SPECIAL

3 PAIRS

99¢

Good Bath Towels Sale-Priced

45V180 Heavy bath towels woven in fast-color stripes. Ends fringed. About 15 x 33 inches. Simpson's Sale price... 3 pairs **99¢**

THICK
AND
STURDY

10 YARDS

\$1.93

Extra Special!

45V183 Heavy English terry towelling—one of our notable Sale specials. Woven in fast-color red stripes. Washes well. Absorbent and serviceable. Note the extra low price! Width about 15 inches. Simpson's Sale price... 10 yards **\$1.93**

STAMPED
LINEN
GLASS
TOWELS

3 FOR

85¢

45V181 Fine pure Irish linen glass towels. Ready hemmed. Lettered red, blue or gold borders. Design stamped to embroider. About 20x30 ins. Simpson's Sale price each.... **30¢** or 3 for **85¢**

IRISH
GLASS
TOWELS

A
BARGAIN

6 FOR

\$1.28

45V182 Bleached Irish linen glass towels—priced extra low. Red border. Hemmed ends. Absorbent and durable. Buy a good supply at this low price. About 19 x 29 inches. Simpson's Sale price... 6 for **\$1.28**

STAMPED
COLORED HEM
BUNGALOW TOWELS

ROSE
BLUE
GOLD

3 FOR

85¢

Stamped Towels, Priced Low

45V184 Bleached pure linen "Bungalow" towels priced for quick sale. Hemstitched hems in rose, blue or gold. Stamped to be embroidered. May also be initialed. About 17 x 28 inches. Simpson's Sale price each..... **30¢** or 3 towels for **85¢**

READ THIS GOOD NEWS

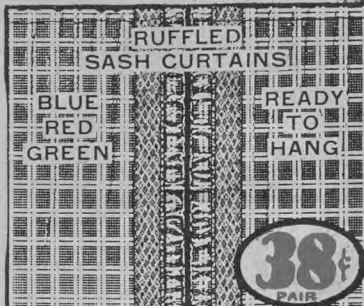
ENGLISH
PRINTED
BEDSPREAD

DEEP ROSE
BLUE

\$1.89

For Double Beds

45V188 Colorful printed bedspreads, lovely floral designs—deep-rose-and-green or blue-and-green on soft fawn ground. Ready hemmed. About 70 x 90 inches. Sale price delivered, each.... **\$1.89**



RUFFLED
SASH CURTAINS

BLUE
RED
GREEN

READY
TO
HANG

38¢
PAIR

Low Price on these Curtains!

49V120 Dainty sash curtains of double-check white marquisette. Full ruffles and 2-inch printed band down front and across bottom in blue, red, or green. Ready to hang. Each curtain about 36 ins. long, 21 ins. wide. Sale price delivered a pair.... **38¢**

EMBROIDERED IN COLORS

ROSE
BLUE
GOLD



98¢
PAIR

Irish Embroidered Pillow Cases

45V191 Great big value in pillow cases of fine quality. Beautifully embroidered basket design and scalloping on the ends, in rose, blue or gold. Made from delightfully fine bleached pillow cotton. Size about 42 x 33 inches. Sale price delivered a pair..... **98¢**

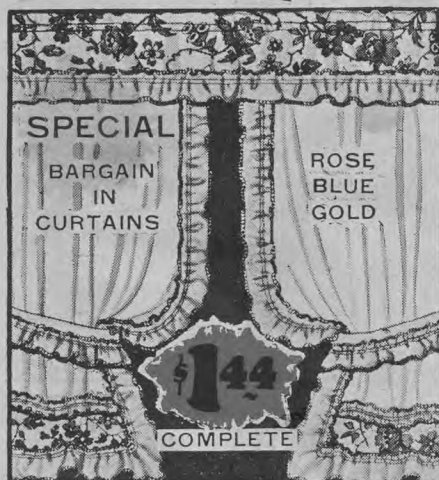
EMBOSSED CUSHION TOP

Black Velvet

45V193 A remarkably low price for this handsome cushion-top. Of rich black velvet, with lovely gold embossed bird and floral design. Size about 18 x 18 inches. Sale price delivered, each.... **49¢**



49¢



SPECIAL
BARGAIN
IN
CURTAINS

ROSE
BLUE
GOLD

\$1.44
COMPLETE

Curtains of Ivory Scrim

49V123 Sunfast floral voile valance and bands across bottom, in rose, blue or gold. Double ruffles overedged with rainbow silk stitching. Ruffled tie-backs. 54 inches across top and 2 1/4 yards long. Sale price delivered complete.... **\$1.44**

68¢

NEW
BUNNY
ROMPER

This is a Bargain!
45V194 Little tots' cunning semi-made stamped broadcloth romper. Bowl and Bunny to be appliqued and embroidered. Bowl forms pocket. White waist. Blue, pink or apple green pants. 1 to 2 years, and 2 to 3 years. Sale price del'd... **68¢**



84¢

QUICKMADE
LINEN
DRESS
LENGTH

ROSE
BLUE
GOLD
GREEN

45V195 "Quick-made" dress length for girls up to 14 years—a square of pure linen crash. Border stripes in rose, blue, gold or green. Instruction chart enclosed. (Not sold made up). Sale price del'd each. **84¢**



WONDERFUL BARGAIN

BIG
COLORED
BEDSPREAD

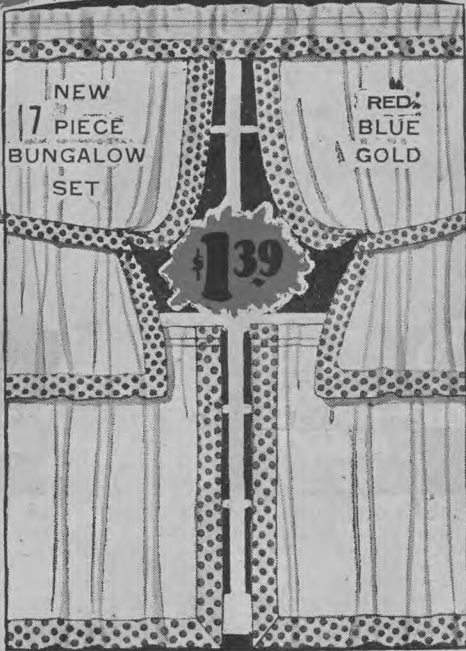
\$1.58

ROSE
BLUE
GOLD



This is Rare Value!
45V190 Lovely krinklette bedspreads, fast-color rose, blue, or gold stripes on natural cream ground. Scalloped all-around. Extra value. Big size—about 80x100 ins. to cover bed and pillows. Sale price del'd each **\$1.58**

SPECIAL BARGAINS BROADCAST FROM SIMPSON'S



NEW
7 PIECE
BUNGALOW
SET

RED
BLUE
GOLD

\$1.39

49V121 The newest thing in curtains—priced wonderfully low. White scrim with red, blue or gold polka dot border. 1 pair curtains with tie-backs, for upper part of window—44 inches long x 21 inches wide. 1 pair for lower part—35 inches long x 21 inches wide. Valance 45 inches x 5 inches. Ready to hang. Sale price delivered 7-piece set.... **\$1.39**

EXTRA SPECIAL

"LITTLE BO PEEP"
BLANKETS

49¢
EACH



Babies' Cosy Blankets

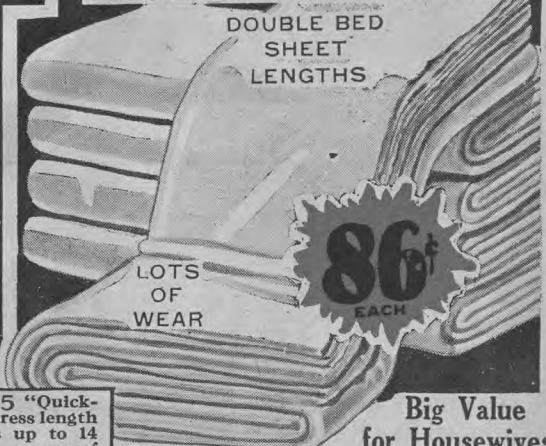
45V192 Specially priced in the Sale—crib or carriage blankets made from soft-spun cotton yarns. Finished like wool Woven "Bo-Peep" design, rose or blue. Ends whipped. About 28 x 36 ins. Sale price delivered each..... **49¢**

Note the Width!
49V122 Splendid value in English cretonne, rich designs on gold, black, rose or blue ground. Extra wide—about 48 inches. Half the width is enough for overdrapes. Also used for covering boxes, furniture slip-covers, etc. Sale price del'd a yard..... **48¢**

WONDERFUL BARGAIN

DOUBLE BED
SHEET
LENGTHS

86¢
EACH



LOTS
OF
WEAR

Big Value for Housewives

45V196 Sheet lengths of heavy quality, torn ready to hem—in double bed size, about 72 x 90 inches. Unbleached cotton sheeting, easy to wash, and white as you could wish after a few washings. These are the quality that will wear wonderfully—and, at Simpson's Sale price, the biggest sheet value you will find anywhere. Sale price delivered, each length..... **86¢**

GOOD NEWS HERE
COLORFUL CHINTZ OVERDRAPE

BEAUTIFUL FILET PANEL
ONLY **94¢**
READY TO HANG
COMPLETE **95¢**
ROSE BLUE SAND BLACK

PRICED LOW
THESE WHITE MARQUINETTE CURTAINS
ROSE BLUE GOLD GREEN ALL WHITE
SALE PRICE 88¢
COMPLETE

TWO BIG SALE SPECIALS
ENGLISH FADELESS CASEMENT CLOTH
RICH ART SILK PANEL **1.88**
ROSE BLUE GREEN GOLDEN BROWN
30¢ YARD

Chintz Overdrapes
49V100 A big saving on lovely chintz overdrapes, complete with valance—ready to hang. Assorted designs in rich colorings on rose, blue, sand or black ground. About 72 inches across top and 2 yards long. Sale price del'd the set **95¢**

Filet Net Panel
49V101 Beautiful filet net panel in natural cream shade. Wonderful new designs with borders. Has deep fringe across the bottom. Priced low. About 40 inches wide and 2½ yards long. Sale price delivered each **94¢**

BARGAINS
49V102 White double-check marquise curtains with tie-backs. Double-stitched ruffles in sunfast rose, blue, gold, green or all-white. Lace medallion. About 56 ins. across top and 2¼ yards long. Sale price delivered complete... **88¢**

Casement Cloth
49V103 Unusual value in lovely English casement cloth. Rose, blue, green, golden brown. Woven from the best cotton yarns. Width about 32 inches. Sale price del'd a yd. **30¢** or 10 yards **\$2.95**

Art Silk Panel
49V104 This handsome art silk panel offers a fine saving at this low price. Rich deep cream shade. Silk bullion fringe across bottom. About 40 inches wide and 2¼ yards long. Sale price del'd **\$1.88**

LOOK DOUBLE BORDER CURTAIN SCRIM
10 YARDS **95¢**

NEW PRINTED SCRIM CURTAINS
98¢
COMPLETE

WONDERFUL VALUE
SILK TRIMMED CURTAINS
ROSE BLUE GOLD
99¢
SET

ROSE BLUE GOLD
99¢
SET

FANCY TRIMMED SILK STITCHED
ONLY **17¢**
YARD
ROSE BLUE GOLD

Don't Miss this Special!
49V105 Good quality white scrim with tape border down each side. Makes dainty and serviceable curtains—most inexpensive, too, at this low Sale price. Width about 36 inches. Sale price del'd a yard... **10¢**
10 yds. **95¢**

Curtain Set Priced Low
49V106 Really marvellous value in dainty curtains of white scrim with printed allover design, border and sunfast ruffle in rose, blue or gold. Made in Dutch valance style. About 58 inches across top and 2¼ yards long. Sale price delivered complete... **98¢**

Big Curtain Value Here
49V107 A bargain in dainty curtains! Of ivory scrim, with art silk band down front and across bottom in rose, blue or gold. Double-stitched ruffles overedged in art silk to match. Each about 28 inches wide and 2¼ yards long. Sale price delivered a pair... **99¢**

Curtain Scrim Reduced
49V108 Dainty ruffled white curtain scrim with band in rose, blue or gold; and ruffling over-stitched with silk to match band. About 20 inches wide. Sale price del'd a yard **17¢** or 10 yards **\$1.65**

COLORED EDGE CURTAIN MATERIAL
10 YARDS **1.45**
ROSE BLUE GOLD

BIG SAVING HERE
ART SILK MARQUINETTE
33¢
YARD

45 INCH DOUBLE BORDER SCOTCH MADRAS
33¢
YARD

Note This!
49V109 White curtain scrim with colored checked border in rose, blue or gold—a new effect for curtains. Think of getting enough for two pairs for as little as this! Width about 22 inches. Sale price del'd a yard... **15¢** or 10 yards **\$1.45**

WASHABLE RAG RUG
ANOTHER BARGAIN 58¢

SALE PRICE 33¢
A Bargain in Lovely Curtain Marquisette
49V111 A few yards of this lovely cream-color art silk marquisette will make as handsome curtains or panels as you could want—yet how little they will cost you at our sale price! Woven in pretty Jacquard pattern. Soft, lustrous and dainty, and durable in quality. Width about 36 inches. Sale price delivered a yard... **33¢**

LEADER VALUE
WIDE CURTAIN NET LACE EDGE
25¢
YARD

Save on This!
49V112 Ecru Scotch madras in bird- and -foliage design. Border on each side. Drapes beautifully. Width about 45 inches. Sale price del'd a yard... **33¢**

Amazing Value
40-Inch Net Lace-Edged
49V113 Dainty white curtain net woven in the loveliest design and finished with lace on both edges—nothing prettier or more serviceable. Looks like new after laundering. Width about 40 ins. Sale price delivered a yard... **25¢**

A Temptingly Low Price On Fringed Rag Rugs
49V110 You can buy several of these useful rag rugs and yet pay out a very small amount of money. Attractive colors in the hit-and-miss pattern. Reversible and washable. There are many spots about the house where these rugs will come in useful. About 24 x 48 inches. Sale price delivered each... **58¢**



47V140 Rayon Georgette—one of Summer's loveliest materials—can be purchased here at a wonderfully low sale price! A rich lustrous shimmering fabric in woven crepe effect. Dainty designs. Washes perfectly. Width about 36 inches. Sale price delivered a yard..... **79¢**



Don't Overlook This!
47V141 A wonderful bargain in Canadian Silk Broadcloth—the quality thousands of our customers know and like. Nothing changed but the price. A great favorite for slips, underwear, dresses, men's shirts. Width about 35 ins. Sale price del'd a yard..... **49¢**



47V146 Nothing lovelier for Summer frocks than this exquisite Rayon Voile—and look at the low price! Fast-color floral designs. All artificial silk. Use our broadcloth 47V141 for a slip. Width about 36 inches. Sale price delivered a yard..... **\$1.09**



47V142 Imagine getting this lovely new Rayon Crepe-de-chine for as little as this! Highly lustrous quality. Woven from art silk and fine Egyptian yarns. Width about 36 inches. Sale price delivered a yard.... **55¢**



A Fine Bargain Here
47V143 Lovely Shot Silk Taffeta, in demand for so many purposes, featured here at a temptingly low Sale price. Soft quality, delightful colorings. For dainty frocks, millinery, lampshades and cushions. Width about 36 ins. Sale price delivered a yard..... **89¢**



48V126 Our regular 25c heavy-quality Chambray, specially reduced in price for the Mid-Summer Sale. Splendid for children's clothes, men's shirts, etc. Width about 35 inches. Sale price delivered a yard.... **17¢**



47V144 Your chance to save on lovely Pure Silk Crepe-de-Chine! It is in a heavy, nicely-draping quality, delightful for dresses, slips or underwear. These colors; also white and black. Width about 39 inches. Sale price delivered a yard.. **\$1.29**



48V127 Here's a special that mothers will be keen about—the Kiddie Prints, sale-priced at a temptingly low figure. All guaranteed fast colors in the prettiest designs. Width about 30 ins. Sale price del'd a yd. **18¢**



48V129 It would be hard to match this value anywhere! Lovely quality Plain Voile. Makes the coolest and daintiest of Summer frocks both for grown-ups and little girls. These colors, also peacock blue. Width about 40 ins. Sale price delivered a yard..... **20¢**



48V128 Even the very latest fabrics are included in Simpson's Mid-Summer Sale—note the low price of this very new Silhouette Voile. Lovely printed designs on fast-color grounds. Woven from hard-twisted yarns. Width about 36 ins. Sale price delivered a yard..... **37¢**

47V145 Silk Canton Crepe, never in bigger demand than this season—yet look at our low price! Lovely heavy quality. Take full advantage of this special. Width about 39 inches. Sale price delivered a yard.. **\$1.49**

DRESSES of
CHARM
and
Distinction
at
Very
Low
Cost

17V380
FLAT
CREPE
"ELEGANT"
\$7.59

17V378
CREPE
"LEONA"
\$5.98

17V379
ENSEMBLE
COSTUME
\$2.79

17V385
VOILE
"ARIANA"
\$2.98

17V375
FLAT CREPE
"RADIANT"
\$8.29

17V387
PRINTED
"JULIANA"
\$3.59

17V383
FLAT
AND
PRINTED
SILK
CREPE
\$6.98

17V389
CORDELINE
VOILE
\$2.98

SEE PAGE 13

FOR DESCRIPTION OF THESE DRESSES

SEE PAGE 13

Art Silk Raysheen Dress

17V393 Sand and Ivory ground.
Sale price delivered.....

\$4.29

Imagine paying so little for a smart Summer frock like this! It is made of plain art silk Raysheen combined with printed Raysheen showing design in contrasting colors. Two-piece style. The bodice is of the printed material, with piping, bow at neckline, stitched belt and cuffs of the plain. The pleated butterfly skirt is plain with insets at the bottom of the printed Raysheen.

Size..... 14 16 18 38 40
Bust..... 32 34 36 38 40
Length... 38 39 40 41 41

17 V 393
ART SILK
RAYSHEEN

\$4.29

Sleeveless Frock of "Betty" Voile

17V392 Green floral design.
Sale price delivered.....

\$1.95

Dainty sleeveless frock of "Betty" voile. Diagonal ruffle on bodice-front. Soft girdle bow, and three circular flounces on front of skirt. Plain green pipings. Back plain with girdle.

Size... 14, 16, 18, 20
Bust... 32, 34, 36, 38
Lgth.. 37, 38, 39, 40

State Size
Wanted

Description of Dresses Shown on Opposite Page

Silk Flat Crepe "Radiant"

17V375 Miramar Green.

17V376 Swiss Rose.

17V377 Monette Blue.

Sale price delivered.....

\$8.29

This lovely dress is most remarkable value. Of All-Silk Flat Crepe "Radiant." Lace at cuff and neckline. Pintucking across front. Front of skirt circular, with yoke-top. Fancy ornament. Girdle at back.

Size..... 16 18 38 40
Bust..... 34 36 38 40
Length... 39 40 41 41

Fancy Crepe "Leona"

17V378 Sand-and-navy only.

Sale price delivered.....

\$5.98

Lovely cool dress of figured silk-and-cotton Crepe "Leona." Navy piping finishes necklin., jabot, sleeves, and broad girdle across front. Skirt gathered to girdle with shirred panel. Girdle at the back.

Size.... 16 18 38 40 42 44
Bust.... 34 36 38 40 42 44
Length. 40 40 41 41 42 42

New Ensemble Costume

17V379 Color as shown.

Sale price delivered.....

\$2.79

Sleeveless dress with white broadcloth bodice and skirt of jungle print. Collar, binding at armholes, and girdle, are of the fancy fabric. Pockets on skirt trimmed with white. Fancy jacket piped with blue.

Size..... 14 16 18 20
Bust..... 32 34 36 38
Length... 37 38 39 40

Silk Flat Crepe "Elegant"

17V380 Monette Blue.

17V381 Sherry Cocoa.

17V382 Chalet Red.

Sale price delivered.....

\$7.59

Graceful frock of all-silk flat crepe "Elegant." Skirt flared in front. Large soft self bow at shoulder and waistline.

Size..... 14 16 18 38 40
Bust..... 32 34 36 38 40
Length... 38 39 40 41 41

Silk Flat and Printed Crepe

17V383 Marron Glace.

17V384 Navy.

Sale price delivered.....

\$6.98

Smart dress with skirt of all-silk flat crepe. Wide tucked girdle and box-pleats in front. Printed band across bottom. Vest-style bodice of printed crepe.

Size.... 14 16 18 38 40 42
Bust.... 32 34 36 38 40 42
Length. 39 40 40 41 41 42

Imported Voile "Ariana"

17V385 Rose Floral.

17V386 Reseda Floral.

Sale price delivered.....

\$2.98

Summer dress of imported voile "Ariana" in prettiest floral designs, piped with plain color. Bows at neck and waistline finished with lace. Two circular flounces.

Size.... 16 18 38 40 42
Bust.... 34 36 38 40 42
Length. 39 40 41 41 42

Printed "Juliana"

17V387 Copen-and-Rose.

17V388 Blue-and-Maize.

Sale price delivered.....

\$3.59

Colorful printed "Juliana" voile dress. Two flared flounces across front of skirt. Piping in plain color. Large soft bow with buckle at shoulder. Bow at hip. Back plain.

Size..... 16 18 38 40 42
Bust.... 34 36 38 40 42
Length... 39 40 41 41 42

Imported Cordeline Voile

17V389 Color as shown.

Sale price delivered.....

\$2.98

Summery dress of imported printed Cordeline voile. Wide scalloped collar, large bow at waistline, and top of pocket, or white organdie piped in green. Bodice sleeveless. Full gathered skirt.

Size..... 14 16 18 38 40
Bust..... 32 34 36 38 40
Length... 38 39 40 41 41



"Flora" Voile Dress Priced Remarkably Low

17V396 Navy Ground.
17V397 Black Ground.

Sale price delivered.....

\$3.19

No need to tell you this smart dress is a big bargain—the price and the style speak for themselves. Made from "Flora" voile in pretty printed design. Collar and vestee of all-over ecru lace, piped to match voile. Skirt has deep shirred flounce overlapping in front—also piped. Back plain with girdle. This is a dress that will be ideal for Summer wear.

Size..... 16, 18, 38, 40, 42, 44
Bust.... 34, 36, 38, 40, 42, 44
Length.. 40, 41, 42, 42, 43, 43

Big Value in this Spot Dimity Voile Frock

17V394 Mauve.
17V395 Powder Blue.

Sale price delivered.....

\$1.79

As pretty a frock as you could want—yet priced so low! Made from dimity voile in new spot design. White organdie fichu collar, and cuffs on short sleeves, are edged with ruffle piped in color to match voile. Ribbon bow at waistline. Skirt gathered and joined to waist with coloured piping.

Size.... 16, 18, 38, 40, 42
Bust.... 34, 36, 38, 40, 42
Length. 39, 40, 41, 41, 42

'Victoria' Voile Dress for the Large Figure

17V390 Navy ground.
17V391 Black ground.

Sale price delivered.....

\$2.98

A real bargain for women who wear the larger sizes—this cool dainty dress of Victoria Voile in pretty lace pattern. Allover lace collar and vestee top. Wide tucked girdle across front finished with pleated bow and buckle. Front overdrape on skirt curves up at left side where it is shirred to girdle. Back plain with girdle. Plain piping on collar, vestee, bodice-front and overdrape.

Narrow band cuff finishes the sleeve.
Size.... 39, 41, 43, 45, 47, 49, 51, 53
Length. 45, 45, 45, 46, 46, 47, 47, 47

Big Savings! GET YOUR SHARE!

Silk Fugi

\$1.98

This Coat and Other Similar Styles Reg. \$14.50 to \$19.95 to Clear \$12.95 Sizes 14 to 44



Broadcloth

Wonderful Sale Value Here!

Exceptionally smart tailored blouse of Canadian broadcloth. Turn-over collar. Pintucked front. Buttoned band cuff. Buttoned hip-band. Priced away low. 34 to 44 bust.

20V406 White. 20V407 Sand. Sale price delivered..... \$1.29

Sun Ray Health Garment

Ideal for Summertime

25V393 Get your little girl some of these Sun Ray Health Garments and let her get the full benefit of sun and fresh air. Made of tub-fast print in powder-blue-and-white. Trimmed with white. Drop-seat. Elastic at knees. Splendid value. Ages 7, 8, 9, 10 years. Sale price del'd \$1.29



Broadcloth

Here's a Chance to Save Money!

Good-looking tailored waist of fine quality broadcloth. Made in vest style. Turn-down collar finished with narrow ribbon bow. Turn-back cuff. Two pockets. Pearl-button fastening. Sizes 34 to 44 bust.

20V408 White. 20V409 Sand. Sale price delivered... \$1.79

Play Suit

\$1.49



Sleeveless Vest Waist

Don't overlook this special! Tailored sleeveless vest waist of all-silk fugi, with notched collar. Two inset pockets. Pearl buttons. Bust 34, 36, 38, 40, 42, 44. 20V410 White. 20V411 Sand. Sale price delivered.. \$1.98

Drill Play Suit

Big bargain! Girls' drill play suit. Short-sleeved middie with red braid and lacing. Bloomers with elastic at waist and knee. Ages 7, 8, 10, 12, 14 years. 25V383 Dutch blue. 25V384 Khaki. Sale price delivered.... \$1.49



Khaki Breeks

Fugi Silk \$1.69

Note This!

20V400 A splendid saving on breeks for Summer. Made of khaki drill. Buttoned at the hips. Laced at the knee. Two pockets. Sizes 26, 28, 30, 32, 34 waist. Sale price delivered.. \$1.69

Tweed Knickers



\$1.95

A Fine Special!

A bargain indeed, this pretty frock! Of all-silk Fugi. Bodice pintucked, embroidered and slightly bloused in front. Skirt shirred across front. Back plain with girdle. Fastens at neck with loops and buttons. Sizes 8, 10, 12, 14 years. 25V391 White. 25V392 Jade Green. Sale price delivered..... \$2.98

Broadcloth



Fugi Silk

\$2.98

Pleated Skirt

Wonderful Sale value in a pretty pleated skirt of all-silk Fugi. Made on cotton camisole top. 34 to 42 bust. 20V402 White. 20V403 Jade. Sale price delivered.. \$2.98

Sleeveless Waist

Sleeveless vest waist of cotton broadcloth. Notched collar. Two pockets. Sizes 34 to 42 bust. 20V404 Red dots. 20V405 All-white. Sale price delivered.. \$1.49

An Extra Low Price

for These Tweed Knickers 20V401 The saving on these serviceable outing knickers is well worth-while. Of wool-and-cotton Donegal tweed in grey mixture. Fasten with large buttons over hips. Buckled band at knee. Two pockets. Belt-loops. Sizes 26, 28, 30, 32, 34 waist. Sale price delivered.. \$1.95

Dr Watter's Special Corselette

Sale Price

\$3.33



\$1.89

Charming Summer Hat in Large Head Size

33V105 You'll welcome this "special"! One of the prettiest hat styles for the Summer season, marked at a bargain price. Made from azure straw braid. Trimmed with wide ribbon and an applique of rich plush flowers. Oakwood brown, sand, grey, rosewood, black.
Head size 23 inches.
Sale price delivered... **\$1.89**

Reg. \$19.75 to \$25.00



This Coat and Other Similar Styles

To Clear \$16.95

Black-Navy-Sand Tricotine Coats

Big saving on fashionable fur-collar coats of all-wool tricotine—several styles similar to the one illustrated above. Every model well made, attractively trimmed and nicely lined. At our clearance price, any coat in the lot is marvellous value. Order during our sale! Get a smart coat for little money! Sizes 16, 18, 38, 40, 42, 44.
19V490 Navy.
19V491 Black.
19V492 Sand.
Sale price del'd... **\$16.95**

*Dr. Watter's
Famous
Adjustable
Corselette
Now
on Sale
at this
Low Price*

\$3.33



- 1 Adjustable Laced Back
- 2 Straight Front Effect
- 3 Elastic and Adjustable Surgical Belt

Big Value!

Don't Miss It!

22V450 A splendid reducing corselette of pink rayon-stripe brocade, with surgical elastic in each side. Inside is the "Dr. Watters" belt of surgical elastic, with aluminum shield at centre, and lacing at each side for adjustment. This belt hooks at both sides and is detachable. Six hose supporters. Bust measure 34 to 48.
Sale price delivered... **\$3.33**



Reg. Value \$5.00

\$1.89



Smart Felt Hat

Soft crushable felt hat. Ribbon band and bow. Powder blue, almond green, yellow, sand, white. Correct style at a bargain price.
33V107 Head size 21 ins.
33V108 Head size 22 ins.
Sale price delivered... **\$1.89**

\$1.89



Sport Hat

33V106 Misses' soft Sport hat made from silky straw braid. Trimmed with grosgrain ribbon. Sand-with-green; grey-with-copen; rose-with-sand; black-with-white; solid yellow; solid white. Head size 21 1/2 inches.
Sale price delivered... **\$1.89**



95¢

Girls' Umbrella

34V140 Low-priced umbrella for girls up to 8 years of age. Cotton top on strong metal frame. Fancy handle with cord loop. Navy, green, red, black.
Sale price delivered... **95¢**

Wonderful Value \$14.95



New Cape Coat

SIZES FOR Coats
19V485 and 19V486
14, 16, 18, 20



89¢

Child's straw braid hat. Ribbon band and bow. Copen blue with sand brim; navy with cherry red; brown with sand; black with white.
33V109 Head size 20 ins.
33V110 Head size 21 ins.
Sale price delivered... **89¢**



\$1.59

Umbrella for Women

Priced Low

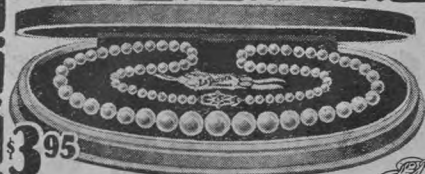
A Bargain

34V141 Women's stubby umbrella. Shower-proof cotton top. Strong metal frame. Fancy handle with cord loop. Black, navy, purple, red, green. State color.
Sale price delivered... **\$1.59**

Poiret Twill Coat with Cape
Think of buying this handsome coat for such a price! Of All-Wool Poiret Twill, made with circular cape. New stitched collar. Trimming of broadtail fur fabric and buttons. Sateen lining. Sizes 14, 16, 18, 20.
19V485 Navy.
19V486 Black.
Sale price delivered... **\$14.95**

SALE

BARGAINS



\$3.95

11V475 The beautiful "La Tausca" Necklace of creamy tinted pearls. They are evenly graduated and indestructible—guaranteed not to peel, crack nor discolor. Sterling safety clasp. Velvet case.
Sale price delivered.. **\$3.95**

Newest Leaf Design Choker
59¢



2 for 25¢

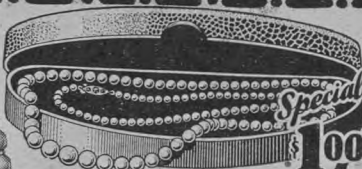
11V477 An attractive Pearl Bead Necklace about 16 ins. long with secure clasp. Also colored glass bracelet.
Sale price del'd, 2 for **25¢**



Attractive New Style Flat Bead Choker
35¢



New Fashionable Sun Tan Pearl
59¢



Special \$1.00

11V480 A Necklace of lustrous French pearls 24 inches long. Pearls evenly graduated and indestructible. Sterling silver rhinestone-set safety clasp. In shaped box.
Sale price delivered..... **\$1.00**



12VP375 Jam Dish—colored china dish with silver plated (E.P.N.S.) holder and spoon. Regular \$1.00. A bargain!
Sale price delivered **85¢**

11V476 A metal Choker Necklet in newest leaf design. Gilt or White finish.
Sale price delivered **59¢**



50¢



69¢

12VP379 Butter Dish—glass dish, silver plated (E.P.N.S.) shell. Knife included.
Sale price **50¢**

12VP380 China Honey Jar showing a colored flower design. (E.P.N.S.) cover and spoon.
Sale price delivered.. **69¢**



50¢

Extra Value
12VP376 China Cake Plate in colored bird design. Neatly pierced sides. About 8 1/4 ins. diam.
Delivered.. **50¢**



\$1.89

Silver-Plated
12VP377 Here is unusually good value in a silver-plated (E.P.N.S.) Cake Basket. Artistically pierced sides; embossed edge; swing handle. About 10 1/2 ins. by 8 ins.
Sale price delivered. **\$1.89**



69¢

Cake Plate with Handle
12VP378 Cake Plate of semi-porcelain showing an attractive floral design. Nickel-plated detachable handle. About 9 ins. diam.
Sale price delivered..... **69¢**



\$6.50

Ladies' Wrist Watch
12V393 Ladies' moderately-priced Wrist Watch in hexagon shape. White Derby case, attractively-embossed bezel and fancy dial. Accurate 15-jewel movement. Expansion bracelet in the favorite box link style.
Sale price del'd.. **\$6.50**



95¢

Drummer Alarm
12VP381 The Drummer Alarm is concealed in metal case. 30-hr. dependable movement. Red or Blue Duco finished case.
Sale price del'd. **95¢**



A Fine Watch
12V390 A fine Watch at small cost. Nickel-plated case with accurate Swiss movement. Metal dial about 1 1/4 ins. diam. White metal chain included. Watch is carefully made and is remarkably good value at this low price.
Sale price delivered..... **98¢**



"Mysteria" Watch
12V391 A splendid Watch for general use, priced very reasonably. Well made having nickel-plated case and accurate Swiss movement. A sale special!
Sale price delivered **\$2.49**



Priced Very Low
12V392 Another of our low-priced Watches is this one with nickel-plated case, and reliable movement—just the watch for everyday use. White metal chain included.
Sale price delivered.... **\$1.39**



98¢



\$27.95



39¢



Big Value
12V388 An extraordinary bargain for \$1.95. Wrist Watch having nickel-plated case and dependable movement. Leather strap included.
Sale price delivered..... **\$1.95**



\$6.85

12V389 Men's handsome Wrist Watch in rectangular shape. Case of solid nickel; the bezel nicely embossed; the movement absolutely reliable. Luminous hands and figures. Leather strap is sewn on.
Sale price delivered.... **\$6.85**



\$9.95



17¢



13¢



19¢

11V490 Ladies' Sun-Visor with art silk net. Assorted colors.
Sale price del'd... **17¢**

11V491 Men's style Sun-Visor Cap. Large green shade protects eyes.
Sale price del'd... **13¢**

11V492 Ladies' Sun-Visor with double mesh art silk net. Just the thing for outdoor activities.
Sale price del'd. **19¢**

Genuine Sheffield Stainless Steel Cutlery

Dessert Size

6 for

\$1.75

Table Size

6 for

\$1.98

Big Saving Here!
Stainless Steel Blades

In Dessert and Table Sizes

There is wonderful value in these genuine Sheffield Firth Stainless Steel Knives. The blades are in the popular steak pattern with new style bolsters. The handles are of white xylonite and will not work loose. The regular price for the dessert size was \$2.25, and for the table size \$2.50. Just think of the big saving, and replenish your needs at this Special Sale price.

14V131 Set of 6 Dessert Knives. 6 for **\$1.75**
Sale price delivered..

14V132 Set of 6 Table Knives. 6 for **\$1.98**
Sale price delivered

6 Skeins
18¢

6-Strand Embroidery Thread
51V378 Clark's Anchor 6-strand Embroidery Cotton in a wide range of popular shades—all of them "boil-fast." About 9 yards in each non-tangling skein. Ideal for bedspreads.
Sale price del'd. 6 skeins **18¢**

PULL HERE

29¢ Dozen Skeins

Embroidery Silk
51V379 "Sylvan" (stout) Artificial Embroidery silk is ideal for any embroidery work. We have a wide range of the latest "boil-fast" shades and recommend this thread for work with the transfers 51V352 and Bedspread lengths.
Sale price 12 skeins **29¢** delivered.

EMBROIDERY DESIGNS
FOR ALL HOUSEHOLD PURPOSES
HOT IRON TRANSFER EMBROIDERY PATTERNS

Embroidery Designs **25¢**

Hot Iron Embroidery Designs
51V380 Six sheets of hot iron transfers for printing assorted embroidery designs on Bedspreads, Towels, Scarfs, Edgings, etc. Beautiful Basket and Figure designs, also borders.
Sale price delivered..... **25¢**

Bedspread Lengths
45V199 Splendid for working with the above transfers and embroidery silks. Cream cotton bedspread cloth ready for stamping. About 80 by 99 inches. You can save money by making and finishing your own bedspreads.
Sale price delivered, each length..... **\$1.49**

Big Value **200 NEEDLES**

\$14.75

Complete Midsummer Special
Portable Phonograph and 3 Records

Produces Big Volume and Splendid Tone
50VP488 A strongly constructed Portable Phonograph with case covered with blue fabrikoid. Has a strong silent-running motor. Equipped with the latest type reproducer giving great volume with excellent tone. Size 14 x 11 1/4 x 5 3/4 inches high. Your choice of 3 Apex Records selected from page 208 of our Spring and Summer Catalogue, also box of 200 Phonograph Needles.
Sale price delivered
Portable Phonograph, 3 records and **\$14.75**
box of needles

Extra Special Introductory Offer
Simpsons
Dana
PATENTED
SURGICAL SELF-ADJUSTING

Regularly Sold
\$5.00 to \$8.00
Sale Price
\$2.98

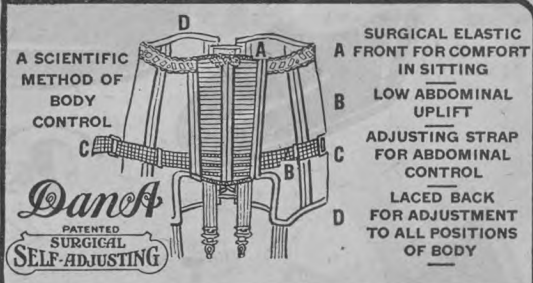
One of the Season's Biggest Corset Values

22V451 The new scientific reducing corset, recommended by physicians, nurses and surgeons for surgical cases and for maternity wear. Made from imported pink coutil and strong surgical elastic.

Waist 24 to 32 inches. **\$2.98**
Sale price delivered.....

Why we Recommend this Corset

1. It is correct in design, anatomically.
2. It is easy to adjust by means of special lacing, straps and buckles.
3. Has sufficient boning where boning is needed.
4. The elastic gores hold it snugly and prevent discomfort.
5. Gives scientific support to the back and to abdominal organs.
6. Never causes pressure or interference with organic functions.
7. Relieves suffering and adds to physical comfort.
8. Helps to correct weakness and deformities.



Dana
SURGICAL SUPPORT
THAT YOUR DOCTOR WILL APPROVE.

GIVES CORRECT SCIENTIFIC SUPPORT TO THE BACK AND ABDOMINAL ORGANS



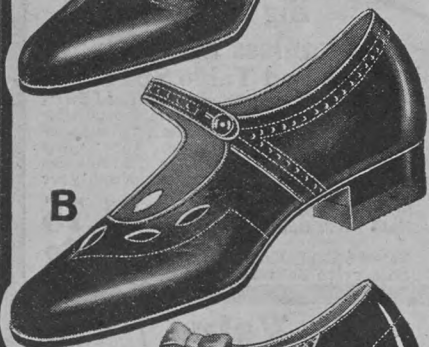
YOUR SIZE 3 INCHES SMALLER THAN WAIST TAKEN OVER DRESS

\$2²⁵

A



B



C



Grand Clearance of New and Popular Styles in Women's Shoes

*Your
Choice*

\$2²⁵

**Give
First,
Second
and
Third
Choice**

**Buy
Now!**

Nine Styles for Your Selection

40V850 Your Choice of nine of the season's smartest styles in footwear—at a price that means a saving in money to you. This is a shoe bargain sure to interest every woman. Get yours now! Order by letter and state size. Give first, second and third choice of style. If sold out of your selections when your order reaches us, shall we substitute the style we have left or refund your money? Regular values up to \$3.25

**Sale Price
Your Choice \$2.25**

- (A) Black Kid One-Strap, trimmed with Black Lizard-finished Leather. Correct Military heel. Sizes 2½ to 7.
- (B) Black Kid One-Strap, finished with Cut-Outs and perforations. Low heel. Sizes 2½ to 7.
- (C) Sport Oxford of Black Patent, with Brown Trim. Goodyear-stitched "Wear Flex" sole. Rubber heel. Sizes 2½ to 7.

- (D) Glossy Black Patent One-Strap, with fancy trimming of Black Gun Metal Leather. Military heel. Sizes 2½ to 7.
- (E) Two-Strap of Glossy Black Patent Leather. Walking heel. Smart and practical. Sizes 2½ to 8.
- (F) One-Strap of Glossy Black Patent Leather. Cut-Outs and perforations. Low heel. Sizes 2½ to 7.

- (G) One-Strap of Glossy Black Patent, with Black Lizard-finished Leather. Louis heel. Sizes 2½ to 7.
- (H) One-Strap of Glossy Black Patent Leather. Made the same as style (G) above. Military heel. Sizes 2½ to 7.
- (I) One-Strap of Glossy Black Patent Leather. Cut-Outs and perforations. Smart Military heel. Sizes 2½ to 7.

**Sale Price
Your Choice \$2.25**

D



E



F



\$2⁸⁵



**Dressy
Model**

Black Patent Eyelet Tie

40V852 Don't overlook this value! Buy now and get a lovely shoe at low cost. A dressy Eyelet Tie of Glossy Black Patent Leather, with Cut-Out panel of Black Alligator-finished Leather. Fits trimly and will give excellent service. Military heel with Rubber top-lift. One of the most popular styles. Sizes 2½ to 7. Sale price delivered

\$2.85

Black Patent One-Strap

40V851 One of our "Sale Specials" in comfort shoes is shown at the right—a One-Strap of Glossy Black Patent Leather, with trimming of Black Gun Metal Leather on vamp. In each side are Cut-Outs to display the hosiery. Military heel with Rubber lift. Sizes 2½ to 8. Width EEE. Sale price delivered.

\$2.95

\$2⁹⁵



EEE Wide

\$2⁶⁵



White One-Strap

40V856 Big value in a One-Strap of fine White Canvas, with White Leather on the vamp. Fancy stitching trims the quarter. Leather sole. Military heel with Rubber top-lift. Sizes 2½ to 7. Sale price delivered.....

\$2.65

69¢



Splendid Value Boudoir Slippers

Of Soft Leather in Blue, Rose or Black; also Grey Reptile-finish. Padded soles and heels. Sizes 3 to 8. No half sizes. 40V846 Black. 40V847 Rose. 40V848 Blue. 40V849 Grey. Sale price delivered..

69¢

\$2⁷⁵



White Canvas Tie

40V857 Think of our remarkably low price for this Tie Shoe of fine White Canvas, with trimming of soft White Leather over the front! Leather sole. Correct Military heel with Rubber top-lift. Sizes 2½ to 7. Sale price delivered.....

\$2.75

98¢



Comfortable and Serviceable Low Black Slipper

40V854 Specially-priced Slipper of Soft Black Kid-finished Leather. Round toe. Low Leather heel. A style that women always like for house wear—practical and very comfortable. It will pay you to order during this big Sale! Don't miss the Saving! Order at once! Sizes 3 to 8, no half sizes. Sale price delivered..

98¢

\$1³⁵



Soft Black Strap Slipper for House Wear

40V853 Here's a value sure to be appreciated by any woman—an easy fitting One-Strap House Slipper of Soft Black Kid-finished Leather. Round toe. Low heel with Rubber top-lift. Practical and will give lasting wear. Sizes 3 to 8, no half sizes. Be sure to state size. Sale price delivered...

\$1.35

Buy

Smart Styles



\$2.95

Neat Black Patent 1-Strap
You get big Sale value in this smart One-Strap Shoe. Of Glossy Black Patent Leather, with fancy Cut-Outs in each side. Louis heel with Metal Plate or Military heel with Rubber top-lift. A dressy shoe at a low price.
Sizes 2½ to 7.
40V858 With Louis heel. \$2.95
40V908 With Military heel. Sale price delivered Your Choice.

Shoes

Money Saving Values



\$2.98

Black Kid
40V859 A wonderfully low price for this smart new shoe! Of Soft Black Kid in One-Strap style, with Cut-Outs at the sides. Military heel with Rubber top-lift. Sizes 2½ to 7.
Sale price delivered..... **\$2.98**

Now

Well Made



\$2.89

Black Patent
40V860 This graceful D'Orsay pump is remarkable value at our low Sale price. Made from Glossy Black Patent Leather. Smart Louis heel with Metal Plate. Light-colored leather quarter-lining. Sizes 2½ to 7.
Sale price delivered..... **\$2.89**



\$2.65

Black Satin One-Strap Shoe
40V861 Your chance to secure one of our daintiest dress shoes for a very small amount. A One-Strap of Rich Black Venetian Satin. Both vamp and quarter effectively trimmed with rows of stitching. Satin-covered Louis heel. Fits neatly. Such a shoe at such a price is a typical example of Simpson values.
Sizes 2½ to 7.
Sale price delivered..... **\$2.65**

Easy Fitting

Extra Wide



\$2.15

Black Kid Oxford
40V863 You can enjoy real foot comfort for a very small expenditure by ordering this Sale-priced Oxford of Soft Black Dongola Kid. Built over an easy-fitting last with Round Toe. Restful Flexible outer sole. Low heel with Rubber top-lift. Note the specially low price!
Sizes 2½ to 8.
Sale price delivered.... **\$2.15**

Soft Black Kid

Flexible



\$1.98

Special Value Smart Two-Strap
40V862 Neat shoe of soft Black Kid Leather. Walking heel with Rubber top-lift. Comfortable, durable—and priced low. Sizes 2½ to 8.
Sale price delivered..... **\$1.98**

Dressy Eyelet-Tie



\$2.75

40V864 Of soft Black Kid. Soft Cushion insole. Flexible Hand-Turned outer sole. Walking heel with Rubber top-lift. Sizes 2½ to 8.
Sale price delivered... **\$2.75**

Comfort Shoes

Hand Turned Soles



\$2.50

Soft Black Kid Oxford
40V865 There's a substantial price-saving for you on this comfortable Oxford of Soft Black Dongola Kid. Specially designed to afford perfect ease. Has medium toe and extra width at the instep. Cushion inner sole; Flexible Hand-Turned outer sole; Walking heel with Rubber top-lift. Sizes 2½ to 8.
Sale price delivered..... **\$2.50**

Two-Tone 3-Eyelet Tie Shoe



\$1.55

41V982 Child's sizes 8 to 10½. Sale price delivered..... **\$1.55**
41V983 Misses' sizes 11 to 2. Sale price delivered..... **\$1.69**

Newest Style



\$1.59

41V976 Child's sizes 5 to 7½. Sale price delivered..... **95¢**
41V977 Girls' sizes 8 to 10½. Sale price delivered..... **\$1.15**
41V978 Misses' sizes 11 to 2. Sale price delivered.... **\$1.35**

Low Prices



\$1.35

Smart Dressy Brown One-Strap
Brown Calf-finished Leather. Gipsy-tip of Brown Alligator-finish. Goodyear-stitched Leather sole. Rubber heel. Child's sizes 5 to 7½. Sale price delivered..... **95¢**
Girls' sizes 8 to 10½. Sale price delivered..... **\$1.15**
Misses' sizes 11 to 2. Sale price delivered.... **\$1.35**

Sport Sandal



\$1.85

Glossy Black Patent Leather. Cut-Outs in front. Goodyear-stitched sole. Low Rubber heel.
Sale prices delivered:
41V972 Child's 4 to 7½... **98¢**
41V973 Girls' or Boys' sizes 8 to 10½..... **\$1.19**
41V974 Misses' 11 to 2 **\$1.39**
40V869 Women's sizes..... **\$1.85**
2½ to 7..... **\$1.85**

Black Patent For Babies



95¢

41V975 Buckled One-Strap Slipper of Glossy Black Patent Leather—easy-fitting, neat and attractive. Flexible Goodyear-stitched sole. Spring heel. Sizes 1 to 7½.
Sale price del'd. **95¢**

Buckle 1-Strap



\$2.35

Black Patent with strap and trimming of Brown Tango-finished Leather. Flexible Goodyear-stitched Leather sole. Low Rubber heel. Sale price del'd:
41V967 Child's sizes 8 to 10½..... **\$1.59**
41V968 Misses' sizes 11 to 2..... **\$1.79**
40V855 Women's sizes 2½ to 7..... **\$2.35**

Dressy Tie Shoe



\$1.69

Among our Sale specials is this Two-Eyelet Tie of Glossy Black Patent Leather, with trimming of Brown Tango-finished leather. Ribbon lace. Goodyear-stitched sole. Rubber heel. Sale prices delivered:
41V980 Girls' sizes 8 to 10½..... **\$1.49**
41V981 Misses' sizes 11 to 2..... **\$1.69**

One-Strap For Infants



69¢

41V979 One-Strap Shoe of Glossy Black Patent Leather with trimming of Blonde Leather. Soft sole. No heel. Extra good value. Sizes 0 to 5.
Sale price del'd **69¢**

One-Strap



\$1.85

Black Patent Leather with trimming of Brown Krinkle Leather. Flexible Goodyear-stitched sole. Low Rubber heel. Sale prices del.
41V969 Child's 4 to 7½ **98¢**
41V970 Girls' 8 to 10½ **\$1.19**
41V971 Misses' 11 to 2 **\$1.45**
40V879 Women's sizes 2½ to 7..... **\$1.85**

\$2.95



Splendid Value Black Patent One-Strap

40V866 Among our most important Sale Specials is this smart-looking One-Strap made from Glossy Black Patent Leather. Has a fancy Cut-Out design in each side near the strap through which the hosiery shows. Military heel with Rubber top-lift. Fits comfortably and will give long wear. Sizes 2½ to 7.
Sale price delivered.....

\$2.95

Your Choice

\$1.85



Patent or Tan "Hollywood" Sandals

Don't miss this splendid value! Smart popular "Hollywood" Sandals of Glossy

Black Patent Leather or of Tan Leather. Have Cut-Outs in the vamp. Vertical centre-strap and Buckled instep-strap. Round toe. Flexible Goodyear-stitched Leather sole. Low Rubber heel. Sizes 2½ to 7. Be sure to state size.

40V867 Black Patent.
40V868 Tan Leather.
Sale price delivered

\$1.85

\$2.65



Black Patent with Grey Alligator Trim

40V870 Priced specially low for the Mid-Summer Sale is this smart One-Strap Shoe. It is made from Glossy Black Patent Leather, with strap and fancy Cut-Out trimming of Grey Alligator-finished Leather. Fastens at side with Metal Buckle. Military heel with Rubber top-lift. Vamp outlined by perforations. Sizes 2½ to 7.
Sale price delivered.....

\$2.65

GOODYEAR
STITCHED
SPORT
SOLE

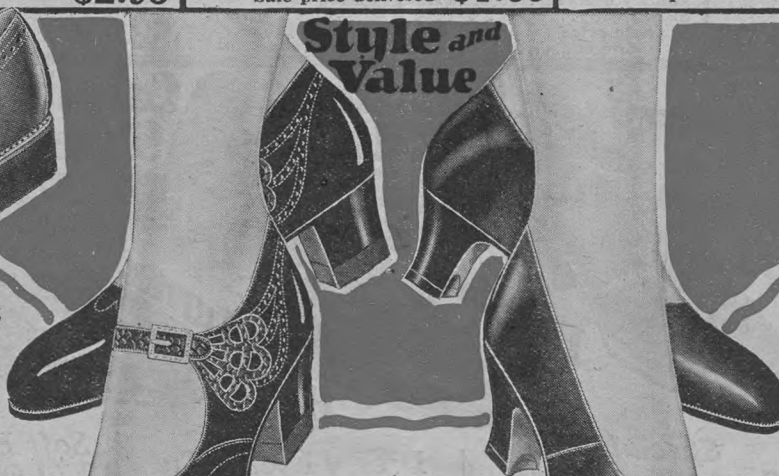


Brown Blucher Oxford

40V871 Sale-priced Oxford made from Brown Calf-finished Leather. Goodyear-stitched "Wearflex" Sport sole. Low Rubber heel.
Sizes 2½ to 7.
Sale price delivered..

\$2.25

Style and Value



Black Kid Oxford

40V874 Buy now! Save money on this practical Walking Oxford! It is made from Soft Black Kid-finished Leather over a comfortable last with semi-recede toe. Military heel with Rubber lift.
Sizes 2½ to 8.
Sale price delivered.

\$2.25



Patent with Brown Trim

40V875 Exceptional value in a comfortable One-Strap shoe of Glossy Black Patent Leather, with fancy trimming on the vamp of Brown Krinkle-finished Leather. Has Flexible Goodyear-stitched Oak Leather sole and Low Rubber heel.
Sizes 2½ to 7.
Sale price delivered...

\$1.85

Fashionable Oxford Tie

Value unexcelled in a Tie Shoe for Summer. Of Glossy Black Patent Leather, with trimming of Black Alligator-finished Leather; or of Mahogany Calf-finished Leather, with trimming of Brown Alligator-finished Leather. Military heel with Rubber top-lift. The comfort and wearing quality of this shoe will surely please you. Sizes 2½ to 7.
40V876 Black Patent with Black.
40V909 Mahogany with Brown.
Sale price delivered Your Choice..

\$2.95

2 Good Specials



\$2.95

\$2.85

A New Style

40V873 No question about the big value you get in this smart One-Strap. Made from Glossy Black Patent Leather, with Strap and Cut-Out trimming of Black Reptile-finished Leather. Perforations on quarter. Military heel with rubber top-lift. Metal Buckle.
Sizes 2½ to 7.
Sale price delivered.

\$2.55

Satin Pump

40V872 Priced to give you a real saving is this graceful Pump of lustrous Black Venetian Satin. Comfortable as well as smart in style. Light-colored leather quarter-lining. Leather Louis heel. Will look well with your prettiest dresses. An extra low price for a shoe of this type.
Sizes 2½ to 7.
Sale price delivered....

\$2.25



Smart Patent One-Strap

40V878 Note our sale price for this One-Strap Shoe of Glossy Black Patent Leather. Cut-Out at each side to show an underlay of Black Lizard-finished Leather. Low heel with Rubber top-lift. A favorite style for street wear.
Sizes 2½ to 7.
Sale price delivered...

\$2.45

Walking Oxford Sale-Priced

You get exceptional value in this Walking Oxford! Made from Mahogany Brown Calf-finished Leather or from Soft Black Kid. Perforations on vamp and quarter. Walking heel with Rubber top-lift. The low price will astonish you and you'll be delighted with the style, comfort and wearing quality of the shoe.
Sizes 2½ to 8. State size wanted.
40V877 Mahogany Leather.
40V910 Black Kid.
Sale price delivered Your Choice...

\$2.85



\$2.95

Your Choice

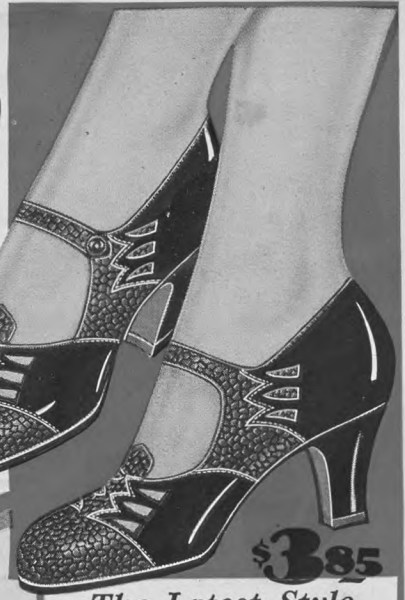
\$2.95

New Tie
40V880 Extra big value! Send your order now! An Oxford Tie of Mahogany Calf-finished Leather, trimmed with Brown Alligator-finished Leather. Military heel with Rubber top-lift. Sizes 2½ to 7. Sale price delivered... **\$2.95**

Blonde One-Strap
Don't miss this "special" in dressy shoes! An attractive One-Strap of Blonde Calf-finished Leather, trimmed with Blonde Alligator-finished Leather. Buy now! 40V882 Military Heel. 40V881 Louis Heel. Sizes 2½ to 7. Sale price delivered.... **\$2.95**

Sport Oxford
40V883 Just note this! The correct Sport Oxford of Tan Calf-finished Leather, with trimming of Pearl Elk Leather. Goodyear-stitched sole and heel of Crepe Rubber. Sizes 2½ to 7. Sale price.. **\$2.95**

Dressy Style
One-Strap of Kid-finished Leather, trimmed with Alligator-finished Leather. Louis heel. 40V885 Blonde. 40V884 Grey. Sizes 2½ to 7. Sale price delivered.... **\$2.95**



\$3.85

The Latest Style at Lowest Cost

40V893 Save money on your footwear! Buy through Simpson's Sale Book! Note the handsome One-Strap Shoe shown above! It is one of the very newest styles—a model of Glossy Black Patent Leather, trimmed with Black Alligator-finished Leather. Cut-Outs in the vamp to show the hosiery. Cut-Outs in quarter to show fancy underlay Covered Spike heel. Sizes 2½ to 7. Sale price delivered.... **\$3.85**



\$2.45

Here's Big Value!

40V888 It will pay you to order this shoe through Simpson's Sale Book! A lovely One-Strap of Glossy Black Patent Leather, with trimming of Alligator-finished Leather. Fastens with Metal Buckle. Military heel with Rubber top-lift. No prettier shoe for wear with dainty costumes—and no better shoe value anywhere. Sizes 2½ to 7. Sale price delivered..... **\$2.45**



\$3.25

Very New A Special for You!

40V892 In Simpson's Sale you can get the smartest and newest shoe styles at least expense. The model shown above represents latest style and best value. Vamp of Brown Embossed Reptile-finished Leather. Quarter of Soft Brown Kid, with fancy trimming and Cut-Outs. Metal Buckle. Military heel with Rubber top-lift. Sizes 2½ to 7. Sale price delivered. **\$3.25**



\$3.85

Among the Newest Creations

40V891 Beauty and exceptional value combine in this One-Strap Shoe. Of Glossy Black Patent Leather, trimmed with Platinum Patent Leather. Strap shows new Cut-Outs and fastens with Metal Buckle. Perforations in the trimming above quarter. Covered Spike heel. Sizes 2½ to 7. Sale price delivered. **\$3.85**

Black Patent 1-Strap Just Introduced

40V896 Artistic One-Strap Shoe of Glossy Black Patent Leather, having a fancy strap fastened with Metal Buckle. Perforations on strap and around top show an underlay of Sunburn Leather. Military heel with Rubber top-lift. (See illustration below for style features). One of our Special Values. Sizes 2½ to 7. Sale price delivered **\$2.98**



\$2.35

Sport Tie Patent with Tango

40V894 An example of the shoe values you get in Simpson's Sale! Comfortable and practical Sport Tie of Glossy Black Patent Leather, trimmed with Tango Lizard-finished Leather. Goodyear-stitched sole and Low Rubber heel. Correct for Sports and for Walking. A value no woman should miss. Sizes 2½ to 7. Sale price delivered... **\$2.35**



\$3.25

A Handsome Buckle Pump

Low price for good quality! Pump of Glossy Black Patent Leather, with Tongue of Black Alligator-finished Leather; or of Soft Brown Kid, with Tongue of Blond Alligator-finished Leather. Military heel with Rubber top-lift. Sizes 2½ to 7.

40V889 Black Patent, with Black. 40V890 Brown Kid, with Blonde. Sale price delivered, Your Choice.... **\$3.25**



Big Sale Value



\$2.98

A Lovely Shoe Priced Low

Buy now to get big bargains in shoes! Here's great value in a lovely One-Strap of Soft Brown Kid, trimmed with Brown Reptile-finished Leather. Louis heel with Flare, or Military heel with Rubber lift. Fits neatly and wears well. Sizes 2½ to 7.

40V886 With Louis Heel. 40V887 With Military Heel. Sale price delivered, Your Choice **\$2.98**

SIMPSON'S — PAY — THE — POSTAGE —

MID-SUMMER SALE 1929

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Up-to-the Minute in Style and Leather

Black Patent One-Strap with Embossed Reptile

40V897 Imagine getting a shoe as distinctive and new as this for such a low price! It is made from Glossy Black Patent Leather, with inserts of Sunburn Beige Embossed Reptile-finished Leather. Military heel with Rubber top-lift. Sure to be a great favorite. Sizes 2½ to 7. Sale price delivered.... **\$2.98**

"Miss Personality"

Brown Kid and Water Snake

40V900 Up-to-date One-Strap Shoe featured at a low sale price. Quarter of Soft Brown Kid. Vamp and applique on quarter of Sunburn Beige Embossed Water-Snake-finished Leather. Cut-Outs at the sides. Strap fastens with a Metal Buckle. Covered spike heel. Sizes 2½ to 7. Sale price delivered.... **\$3.85**



\$2.98



\$3.85



\$2.98

Best Values



\$2.65

Smart Fancy Tie Shoe of Black Patent with Novel Cut-Outs

40V898 You'll find no better shoe value anywhere than this smart Tie offers. It is made from Glossy Black Patent Leather, with effective Cut-Outs in the front-panel. Ties with Tasselled Ribbon Lace. Military heel with Rubber top-lift. Sizes 2½ to 7. Sale price delivered.... **\$2.98**

Specials in Women's Shoes

Brown Kid One-Strap Trimmed with Brown Alligator Leather

40V899 Unusual value! A shoe of Soft Brown Kid, with strap and Cut-Out trimming of Brown Alligator-finished Leather. Perforations on quarter. Stitching around vamp. Metal Buckle. Military heel with Rubber top-lift. Sizes 2½ to 7. Sale price delivered.... **\$2.65**



Plain Tan or Pearl with Tan

Men's Sport Oxfords

Here's a Bargain in the Shoes men need for Summer Sport wear! Easy-fitting Oxfords in Blucher style. Of Tan Calf-finished Leather; or of Pearl Elk Leather, trimmed with Tan. Perforated and stitched in new pattern. Goodyear-Welted soles and heels of Genuine Plantation Crepe Rubber. Smart and comfortable. Sizes 5½ to 10. 42V290 Tan. 42V291 Two-Tone. Sale price del'd... **\$4.75**

\$4.75

Men's

Men's Dress Oxfords

Don't overlook this value! Men's smart dress Oxfords of Glossy Patent Leather in Dark Brown or Black. Finished with perforations and stitching. Sewn Leather soles and half Rubber heels. Smart, comfortable and will wear well. The man who buys these shoes gets new and correct style at low cost. Sizes 5½ to 11. 42V298 Brown. 42V299 Black. Sale price del'd... **\$3.85**

42V298 Brown.

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Sale price del'd... **\$3.85**

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Sale price del'd... **\$3.85**

89¢

Summer

Shoes



Women's One-Strap Brown or White Duck Rubber Sole and Heel

Don't miss this value in comfortable warm-weather shoes! Women's One-Strap of Fine Brown or White Duck, with Rubber foxing. Crepe-finished Rubber sole and heel. Will give good service and is the ideal shoe for Sport wear. Every woman should have such a shoe for warm weather and the holidays. Buy from Simpson's Sale and save money! Sizes 2½ to 8.

44V593 Brown. } Sale price delivered.... **89¢**
44V594 White. }

Big Value

Sandal, One-Strap and Oxford—of Brown or White Duck. Soles and heels of Live Rubber. Cool and durable. Sale prices delivered:

Brown Sandal		Brown Strap		Brown Oxford	
44V595	Child's 4 to 10½.....	44V599	Child's 4 to 10½.....	44V603	Child's 6 to 10½.....
44V596	Misses' 11 to 2.....	44V600	Misses' 11 to 2.....	44V604	Misses' 11 to 2.....
	75¢		75¢		85¢
White Sandal		White Strap		White Oxford	
44V597	Child's 4 to 10½.....	44V601	Child's 4 to 10½.....	44V605	Child's 6 to 10½.....
44V598	Misses' 11 to 2.....	44V602	Misses' 11 to 2.....	44V606	Misses' 11 to 2.....
	75¢		75¢		85¢



Men's and Boys' Brown Boots

Extra good value here! Work Boots of Pliable Brown Leather, made with toe-caps. Flexible "Wear-Proof" soles. Rubber heels. Will give best service. No half sizes.

42V279	Men's sizes 6 to 11.	Sale price delivered	\$2.85
42V280	Big Boys' 1 to 5.	Sale price delivered	\$2.50
42V281	Small Boys' 11 to 13.	Sale price delivered	\$2.35

Brown, White or Black

Right now is the time to buy your Summer shoes! Here is your chance to save money on a cool and comfortable Oxford for warm weather. It is of Fine Duck in Brown, White or Black. Has Rubber foxing, Crepe-finished Rubber sole and heel. Will give good service. Among the favorite styles for the holidays—any woman will like it.

Sizes 2½ to 8.

44V590	Brown.	} Sale price delivered.....	89¢
44V591	White.		
44V592	Black.		



Men's \$1.00

Men's and Boys' Tan Duck Boots

Great value in Summer Shoes. Made from Fine Tan Duck, with foxing, toe-cap and ankle-patch of Rubber. Soles and heels of Crepe-finished Rubber. No half sizes.

44V613	Men's sizes 6 to 11.	Sale price delivered.	\$1.00
44V614	Big Boys' 1 to 5.	Sale price delivered....	95¢
44V615	Small Boys' 11 to 13.	Sale price delivered....	90¢



Boys' 89¢

Men's and Boys' Brown Duck Boots

Among our Sale Specials! Sport style Boots of Brown Duck, with strong facing and ankle-patch. Rubber toe-caps. Crepe-finished Rubber soles and heels. Liked for their ease and comfort. No half sizes.

44V610	Men's sizes 6 to 11.	Sale price delivered....	99¢
44V611	Big Boys' 1 to 5.	Sale price delivered....	89¢
44V612	Small Boys' 11 to 13.	Sale price delivered....	85¢



Brown Box Kip Leather



Men's and Boys' Brown Duck Oxford

Comfortable Oxford of Brown Duck. Rubber foxing. Crepe-finished Rubber sole and heel. Special sale value.

44V607	Men's sizes 6 to 11. No half sizes.	Sale price delivered.....	95¢
44V608	Big Boys' sizes 1 to 5. No half sizes.	Sale price delivered.....	90¢
44V609	Small Boys' 11 to 13. No half sizes.	Sale price delivered.....	85¢

Boys' and Men's Brown Boots

Serviceable Blucher Boots of Brown Box Kip Leather, with strong stitching. Solid leather soles, nailed and stitched. Rubber heels. Exceptional value in good shoes for every day wear. No half sizes.

42V275	Small Boys' 11 to 13.	State your size.	
	Sale price delivered	\$2.25	
42V276	Big Boys' 1 to 5.	Sale price delivered	\$2.65
42V277	Men's 6 to 11.	Sale price delivered	\$2.95

Extra Specials

Men's Brown Leather Slippers

Padded Soles and Heels 42V311 These are the kind of Slippers Men like—and our sale price means splendid value. Made from Brown Alligator-finished Leather, over an easy-fitting last. Have soft Padded Leather soles and heels. Sizes 6 to 11, no half sizes.

	Sale price delivered.....	89¢
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Men's and Boys' Canvas Shoes

Brown Canvas Boots. Leather toe-caps and straps. Leather soles and heels. No half sizes. Sale prices delivered:

42V314	Men's 6 to 11....	\$1.95
42V315	Big Boys' 1 to 5....	\$1.75
42V316	Small Boys' 11 to 13	\$1.55
Brown Canvas Oxford. Leather toe-cap and strap. Leather sole and heel. No half sizes. Sale prices delivered:		
42V317	Men's 6 to 11....	\$1.85
42V318	Boys' 1 to 5....	\$1.65



Strong Brown Canvas

Men! Here is Your Chance to Save on Shoes

**Best Quality
at Low Prices**



**BROWN
LEATHER
HARVESTER**

\$2.25

Brown Ooze Work Boots Sizes for Men and Boys

Here's a big saving for both Men and Boys! Light-weight Work Boots made from Brown Ooze Leather. Have caps to protect the toes. Good-wearing soles and heels. No better boots for work around the farm. Fit comfortably and give the full service you have a right to expect. No half sizes.

42V282	Men's sizes 6 to 11.	Sale price delivered.....	\$2.25
42V283	Big Boys' sizes 1 to 5.	Sale price delivered.....	\$1.95
42V284	Small Boys' sizes 10 to 13.	Sale price delivered.....	\$1.85



\$3.95

Black or Brown Boots

A bargain any man will appreciate. High-grade Boots of Calf-finished Leather in Black or Mahogany Brown. Have sewn soles of Solid Leather and Rubber heels. Men will find them thoroughly comfortable and serviceable yet the price is low. Sizes 6 to 11.

42V294	Black Boots.	
42V295	Brown Boots.	Sale price delivered \$3.95

**BIG
MONEY
SAVING
on
Every
Pair!**

Brown Leather Blucher Boots

42V278 These splendid Work Boots are wonderful value for the money—working men will be quick to take advantage of this special. Of Pliable Golden Brown Leather, made in Blucher style with plain soft toes that men will find comfortable. Have the famous "Wear-Proof" soles which are flexible and ribbed to give them grip on slippery surfaces. Rubber heels. Sizes 6 to 11. No half sizes.

Sale price delivered... **\$2.98**



\$2.98



**BROWN
OR
BLACK**

\$1.98

Special!

Men's "Romeo" Slippers of Soft Kid-finished Leather, with sewn Leather soles and Low heels. Wonderfully comfortable House Slippers priced at a real saving. Sizes 6 to 11.

42V309	Black.	
42V310	Brown.	Sale price del'd... \$1.98



\$3.65

Great Value

A big chance for economy! Young Men's Oxfords of Black or Brown Calf-finished Leather. Have Solid Leather soles and Rubber heels. Easy-fitting and serviceable. Sizes 5½ to 11.

42V312	Black.	
42V313	Brown.	Sale price del'd... \$3.65



\$2.98

Black or Brown

Men's serviceable Blucher Oxfords of strong Box Kip Leather—a special no man should overlook. Have Solid Leather soles. Built over a comfortable last. Splendid for lasting wear. Sizes 6 to 11.

42V286	Black.	
42V287	Brown.	Sale price delivered \$2.98



\$3.45

Save Here!

A bargain—no question about it! Men's Blucher Oxfords made from selected Calf-finished Leather. Stitched and perforated. Sewn Leather soles. Rubber top-lift on heels. Sizes 5½ to 11.

42V303	Black.	
42V304	Brown.	Sale price del'd \$3.45



Brown

\$2.59

Buy Now!

42V306 Special Blucher Oxford of Brown Leather, for Men. Comfortable light-weight. Good-fitting last. Flexible Goodyear-stitched Leather sole. Rubber heel. Sizes 6 to 11. No half sizes.

42V306		Sale price del'd. \$2.59
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\$3.50

Black or Brown Bluchers for Drivers

Here is a special of particular interest to men who drive Autos, Trucks or Tractors. Easy-fitting Blucher Boots of Black or Brown Calf-finished Leather, made with plain toes—especially comfortable in operating pedals. Have Rubber heels and solid Leather soles. Smoothly lined and well-made throughout. The low Sale price makes them one of the best footwear values on the market. Sizes 6 to 11.

42V288	Black.	
42V289	Brown.	Sale price delivered..... \$3.50



\$2.98

Boys' Smart Oxfords

A Big Sale Special for the Boys—good-looking Oxfords in Balmoral style, made from Glossy Black Patent Leather, or from Brown or Black Calf-finished Leather. Have neat perforations. Sewn Leather soles and Cushion Rubber heels. Comfortable and will wear splendidly. Sizes 1 to 5½.

42V300	Brown Leather.	
42V301	Black Leather.	
42V302	Black Patent.	

Sale price delivered... **\$2.98**



\$2.75

Blucher Boots of Brown Leather

42V305 It will pay any man to invest in a pair of these splendid light-weight Blucher Boots of Brown Leather—the price is wonderfully low. Made over a good-fitting last. Have Flexible Goodyear-stitched Leather soles and Rubber heels. Specially priced. Sizes 6 to 11. No half sizes.

42V305		Sale price delivered..... \$2.75
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Remember **SIMPSON'S PAY**
DELIVERY CHARGES

A Big Saving for Men Here!

23V300 Note the extra low Sale price on these splendid combination suits! Knitted from fine cream cotton, with stripe of artificial silk. Ankle-length and with short sleeves. Will wear well and are comfortable.

Sizes 34 to 44 chest.
Sale price del'd each

\$1.25

**Cream Cotton
Silk Stripe**

\$1.25

**Shirts
and
Drawers**

**Big Sale
Special**

45¢ each

Priced Low to Clear

A rare bargain in men's underwear knitted from natural Balbriggan cotton. Long-sleeved shirt. Ankle-length drawers with strong waistband and brace-loops.

23V304 Shirt.

Chest 34 to 44. Sale price delivered.. **45¢**

23V305 Drawers.

Waist 32 to 42. Sale price delivered.. **45¢**

**Exceptional
Value**

75¢

Here a Man Can Save Money!

23V301 This big Sale special in men's combination suits offers a splendid chance to economize. They are knitted from natural cotton, made with short sleeves, V-neck and in knee length. Ideal for Summer wear—cool and serviceable. Wonderful value. Sizes 34 to 44 chest. State the size wanted. Sale price delivered each..... **75¢**

Wonderful Sale Value!

23V302 Every man can save money on his underwear by ordering through Simpson's Sale Book. Here is a splendid chance to save on a combination suit knitted of natural Balbriggan cotton. Made in ankle length and with long sleeves. Fits well and wears splendidly. Sizes 34 to 44 chest. Sale price del'd.... **95¢**

Don't Miss This!

23V303 Greatly under-priced for the Mid-Summer Sale—this serviceable combination suit knitted from natural merino cotton. It is made in ankle length and has long sleeves. Order at once, if you want to take advantage of one of the finest underwear bargains on the market. Sizes 34 to 44 chest. Sale price del'd.. **\$1.35**

**Cotton
Merino**

\$1.35

**Sale
Special**

95¢

Sale Specials

Summer Vests

2 for

35¢

Great Sale Value! Buy Vests Now!

23V308 By ordering right now, you can buy two of these comfortable Summer vests for the regular price of one! These are the kind of vests all women like—fine white knitted cotton, sleeveless style with low round neck. Sizes 34 to 42 bust.

Sale price delivered.. 2 for 35¢

Your Choice

27¢

Big Saving on Women's Bloomers

23V309 Here's where you get a great bargain in Balbriggan cotton Bloomers! Well knitted, made roomy and have strong elastic at waist and knees. Peach, pink, orchid, powder blue, white. Sizes to fit 34 to 42 bust. Sale price delivered each. 27¢

Silk Stripe

2 for 63¢

An Extra Special Bargain

23V310 Seldom can you find such a bargain as this—women's vests, knitted from fine white cotton with stripe of artificial silk. Sleeveless style, with low round neck. Sizes 34 to 42 bust.

Sale price delivered.. 2 vests for 63¢

Special Value

47¢

Your Boy Needs this Fine Suit!

23V306 Don't miss this bargain! Get your boy the underwear he needs for Summer! A comfortable and durable combination suit knitted from natural Balbriggan cotton. V-neck, short sleeves and made in knee length. One of our best Sale values for the boy. Sizes 4 to 14 years.

Sale price delivered. 47¢

Bloomers

35¢

Order at Once!

Don't Miss this Chance to Save!

23V311 Worth-while saving on these serviceable bloomers! Any woman would be wise to buy several pairs while the price is so low. Knitted from strong cotton with fine stripe of artificial silk. Roomy style, with elastic at waist and knees. Peach, orchid, pink, powder blue, white. Sizes to fit 34 to 42 bust.

Sale price delivered each..... 35¢

Exceptional Value

87¢

Men's Combination Reduced in Price

23V307 Low price and splendid wearing quality make this combination suit really exceptional value. Knitted from natural Balbriggan cotton, made in ankle length, has V-neck and short sleeves. Suitable for Summer or for the Fall—any man will like it. Sizes 34 to 44 chest.

Sale price delivered each 87¢



2 for
45¢

GREAT Underwear BARGAINS



Girls' Summer Vests

2 for **39¢**

Big Special in Girls' Short-Sleeved Vests

23V319 The saving on these specially-priced vests warrants you buying a good supply—they are no ordinary value. Knitted from fine white cotton, with short sleeves, and low round neck with draw-tape. Ages 4 to 14 years. Sale price delivered... **2 for 39¢**

2 for
45¢

Vests with Short Sleeves A Style Women Like

23V312 You save money on these splendid vests—they are greatly reduced in price as a big Mid-Summer Sale special. Knitted in Swiss rib from fine white cotton. Made in the popular short-sleeved style, with low round neck. Sizes 34 to 42 bust. Sale price delivered... **2 for 45¢**

Women's Opera Style Vests Note the Low Sale Price!

23V313 Here is a timely special indeed! Women's vests in the cool opera style so much in demand for Summer wear. Knitted from fine white cotton in fancy rib. Neat shoulder-straps. Draw-tape at bust. Sizes 34 to 42 bust. Sale price delivered..... **2 for 45¢**

Girls' Sleeveless Vests Priced Extra Low

23V318 This is a saving mothers will appreciate! Girls' serviceable Summer vests at an amazingly low price! Knitted from fine white cotton. In the popular sleeveless style. Have low round neck with draw-tape. Ages 4 to 14 years. Sale price del'd **3 for 49¢**



Women's Bloomers

35¢

Bloomers for Women A Big Sale Bargain

23V315 Seldom, if ever, will you see such splendid bloomers as these priced so low! Knitted of fine cotton in good roomy style, with elastic at waist and knees. It will pay you to buy plenty at this low price. White, orchid, peach, pink, Nile green, powder blue. Sizes to fit 34 to 42 bust. Sale price delivered each..... **35¢**

49¢ EACH



Women's Lace-Yoke Vests Wonderful at the Price!

23V314 Here is a bargain in dainty Summer vests, that no woman will want to miss. The vests are knitted from fine white cotton. Made with fancy yoke in front, have low neck and no sleeves. You'll find them comfortable for warm weather and most serviceable. A chance to save money on your Summer needs. Sizes 34 to 42 bust. Sale price del'd

2 for **47¢**

Vests for Stout Women

23V316 A remarkable bargain in these stout women's vests. Knitted from fine white cotton. Made with low round neck. One with short sleeves and one sleeveless—your choice at this special sale price. Order now and save money! Sizes 44, 46, 48 bust. (A) Short-sleeved. (B) Sleeveless. Sale price delivered each.. **37¢**



Outsize **37¢**

Girls' Bloomers

Special

2 for **47¢**

Girls' Bloomers for Everyday Wear

23V320 Girls' knitted white cotton bloomers greatly under-priced for the Mid-Summer Sale. No doubt about it, this is a special no mother with small daughters to dress should miss. The bloomers are of extra serviceable quality, with strong elastic at waist and knees. Don't stop at ordering two pairs—send for several. It will pay you. Ages 4 to 14 years. Sale price delivered..... **2 for 47¢**

A Big Sale Special in Women's Combinations

23V317 No wonder Simpson's Mid-Season Sales are famous from coast to coast for big values! Look at the low special price on these splendid combination suits! They are knitted from fine white cotton in a style always favored by women—sleeveless, with low neck and made loose at the knees. The edges are prettily trimmed with crochet. Draw-tape at neck. These combinations are wonderfully cool and comfortable for warm weather, easy to wash and very serviceable. Sizes 34 to 42 bust. Sale price del'd each.. **49¢**

Embroidered
5 for 25¢

10V312 Women's handkerchiefs of white lawn. Colored embroidery in one corner. Sale price del'd 5 for 25¢

10V313 Women's hemstitched handkerchiefs of white lawn, with woven colored borders. Sale price 5 for 25¢

Irish Lawn
6 for 19¢

10V317 Women's white Irish lawn handkerchiefs, neatly hemstitched. Splendid value for the money. Sale price del'd 6 for 19¢

Marabou
23¢

10V320 French marabou, a fashionable dress trimming. Black, white, brown, grey, tangerine, jade green, orchid, pink, red, powder blue. Sale price delivered a yard..... 23¢

Apron Dress

Fancy Percale 89¢

Extra Big Value
24V498 Throughout Canada Simpson's Sale Bargains are famous. Here's one of the biggest bargains you ever saw—an apron dress for house wear, neat in style, serviceable and well made—and the price is only 89¢. Of fancy percale in assorted colors. Short sleeves. Skirt gathered to the bodice. Trimming in plain shade. Buy now! You'll save 50¢ on this practical garment. Sizes 16, 18, 38, 40. Sale price delivered..... 89¢

10V311 Windsor ties of silk crepe. Black, red, mauve, powder blue, apple green, white, tangerine, peach, sand, purple. Sale price del'd each..... 37¢

5 for 35¢

Irish Linen
3 for 25¢

10V315 Women's Irish linen handkerchiefs with narrow hemstitched border. White with assorted designs printed in color. Priced low to give you an extra big bargain. Sale price 3 for 25¢ delivered

Georgette Set 89¢

10V316 "Sweetheart" collar and cuff set. Blond Georgette, trimmed with blonde lace. Nothing prettier—and note the special sale price! Sale price delivered 89¢

10V314 Women's white Swiss lawn handkerchiefs. White embroidery in corner. Edges scalloped. Big value at our special sale price. Order now! Sale price delivered 5 for 35¢

83¢

98¢

29¢

10V318 Lovely collar and cuff set of blonde net and Guipure lace, finished with applique design. Sale price delivered..... 29¢

Set 59¢

Very New Style 10V319 One of the smartest collar and cuff sets you could possibly find—and note how low it is priced! It's a splendid bargain for you. Made from blonde needle-run lace. Imitation pearl buckle on the collar. Sale price delivered.... 59¢

Buy Now! Get Big Value!

10V321 Attractive scarfs of crepe-de-chine, handsome floral designs printed in contrast. A lovely new style. You get a bargain when you pay our price for one of these scarfs. Sand, peach, tangerine, powder blue, orchid, white, green. About 54 x 13 inches. Sale price delivered each 83¢

10V322 Silk Georgette scarfs showing an effective painted design. Quality, colors and pattern are sure to please. Wonderful value—scarfs of this quality are worth more. White, rose, peach, sand (blonde), flesh-pink, powder blue. About 54 x 13 1/2 inches. Sale price del'd each 98¢

10V323 Silk crepe-de-chine scarf. Ends hemstitched. A dainty scarf at a low price. Sand (blonde), peach, tangerine, powder blue, white, orchid. About 54 x 13 ins. Sale price delivered. 83¢

New Style 65¢

10V324 "Sweetheart" collar and cuff set of blonde net and Guipure lace. Collar in newest diagonal shape, with point at one side of both back and front. Makes the prettiest finish on any dress. Sale price delivered..... 65¢

Men's Handkerchiefs

3 for 25¢

Irish Woven Borders
3 for 29¢

10V325 Men's cambric handkerchiefs in good size. White, with printed borders in assorted colors. Give good service. Sale price delivered 3 for 25¢

10V326 Men's white lawn handkerchiefs with colored woven borders. Edges hemstitched. Good quality for constant use. Sale price delivered..... 3 for 29¢

Khaki
4 for 33¢

Irish Lawn
3 for 19¢

Men's Irish Linen
3 for 49¢

Smart Set 39¢

10V327 Men's white pure Irish linen handkerchiefs with hemstitched borders. One of our special Sale bargains—good quality, priced low. Sale price delivered..... 3 for 49¢

10V328 "Sweetheart" collar and cuff set of blonde applique net and Guipure lace. A Special Bargain. Sale price delivered..... 39¢

10V329 Men's khaki-color cambric handkerchiefs of good size. Edges hemstitched. Splendid for work or everyday use. Priced to make them good value. Get a supply! Sale price delivered... 4 for 33¢

10V330 Men's hemstitched white Irish lawn handkerchiefs at a bargain price. Buy now! Sale price delivered.... 3 for 19¢

10V331 Men's Turkey red cotton handkerchiefs, priced to save you money. Good quality for long wear and easy washing. Sale price delivered.... 4 for 35¢

Turkey Reds
4 for 35¢

12 yards 19¢

10V332 White Val. edgings which make dainty trimmings. About 3/4 inch wide. Good quality and patterns. You save here! Sale price delivered. 12 yds. 19¢

Rayon
Silk
Brocaded
Special
\$1.00

REMEMBER
SIMPSON'S
PAY THE
POSTAGE



Note the Value Here!

22V456 One of the season's greatest bargains in corselettes! Made from pink rayon-silk-stripe brocade, has elastic gores at sides and light rustproof boning over the diaphragm. Hooks at left side and has four hose supporters. The regular price of this garment was \$1.50. Our Sale price saves you 50 cents. Buy now and save money.

Sizes 30 to 38 bust.
Sale price delivered..... \$1.00

Favorite
Models
Savingly
Priced

Big
Value
85¢

A Popular
New Style

22V457 Think what a bargain you get when you pay Simpson's low sale price for this corselette! It is of pink rayon-silk-stripe repp, with a gore of wide surgical elastic over each hip. Has light rust-proof boning to hold the diaphragm flat. Hooks at left side and has four hose supporters. Sizes 30 to 38 bust. Sale price delivered.... 85¢

SWAMI
RAYON
SILK
TOP

\$1.24

Big Sale Bargain in a Corselette

22V454 Right now you can buy this stylish straight-line corselette at a worth-while reduction in price! Made from pink rayon-stripe brocade, with "Swami" rayon silk at the bust. Elastic in back. Hooks at left side and does not gape. Four hose supporters. A corselette of fine quality, regularly sold for \$1.98. Note what you can save! Don't miss the chance! Sizes 30 to 40 bust.

Sale price delivered..... \$1.24

ABDOMINAL
BELT
LIGHTLY
BONED

\$1.39

Sale-Priced

22V455 A fine corselette for the stout figure. Pink brocaded dobbie cloth, with elastic gores. "Dr. Watters" belt to reduce the abdomen. This belt has elastic at sides and boning in front. Four hose supporters. Sizes 30 to 38 bust. Sale price delivered.. \$1.39

Reg. 2.98
Sale
\$2.59



A Remarkable Saving

22V452 The new "Uni-Belt" corselette, a "D. & A." special, made from rayon silk brocaded repp. Inner belt boned at front. Elastic on belt and elastic in outer section all in one piece. Four hose supporters, two attached to the belt to hold it down. Regularly sold for \$2.98.

Sizes 32 to 40 bust.
Sale price delivered.... \$2.59



ELASTIC
ABDOMINAL
REDUCER

Extra Special!

22V453 Here's a splendid chance to save money! A regular \$2.65 garment for \$1.98. Made from pink brocaded dobbie cloth—a corset and corselette combined. Inside section clasps at centre-front and has elastic at top. Outer section hooks at side. Lacing in back of skirt. Four hose supporters. 32 to 40 bust. Sale price delivered.... \$1.98

5 Extra Special Values

A Low Price
for This
Fine Corset!

22V460 Extra big sale value in a strong corset of pink brocaded dobbie cloth, specially designed to reduce the stout figure. Inner belt of surgical elastic to confine the abdomen. Elastic at top. Outer front reinforced. Four hose supporters, two arranged to hold the inner belt down flat. If you need a reducing corset, we know you will like this special model. It will pay you to order during the sale—you'll save money. Sizes 24 to 36 waist. Regular price \$3.25.

Sale price delivered... \$2.59

SIMPSON'S
"MONA"
BIGGER
AND
BETTER

\$1.65

The Popular "Mona"

22V463 Remarkable value in a reducing corset of white jean. Has gores in bust, abdominal tabs with eyelets for adjustment, elastic in skirt, rustproof boning and four hose supporters.

Sizes 24 to 36 waist.
Sale price delivered.. \$1.65

94¢ Buys this Model

22V461 Think of this for value! Our special low-bust corset of pink jean, with elastic gores in front of skirt and elastic at the top. Four hose supporters. A splendid model for the slender figure.

Sizes 22 to 28 waist.
Sale price delivered.... 94¢

Here's Where You Save!

22V462 Special bargain for the stout woman! A corset of pink brocaded dobbie cloth, with surgical elastic over the bust and down each side. Rustproof boning. Lacing at back. Four hose supporters.

Sizes 26 to 36 waist.
Sale price delivered.... \$1.89

Royalty Satin



Girdle Set

Reg. 2.65
\$1.98

59¢

1.59

Pink "Royalty" Satin Girdle
22V458 Surgical elastic in each side. Long close-fitting back. Four hose supporters. Waist 24, 26, 28, 30.
Sale price delivered..... \$1.59
Pink "Royalty" Satin Bandeau
22V459 Hooked at back. Narrow shoulder-straps. 30 to 38 bust.
Sale price delivered..... 59¢

Pretty
Style

Costume Slip
Of fine broadcloth,
with lace and hem-
stitching. Sizes 34
to 42 bust.
24V453 Peach.
24V454 White
Sale
price
delivered **89¢**

**"Lustrous"
Broadcloth**

ONLY

89¢



**Heavy
Gum
Rubber**

Apron Special
24V451 Sale of
women's gum rub-
ber aprons, grey
with fancy design.
Waterproof and will
keep your dress clean.
Sale price
delivered each..... **45¢**

**Big
Value**

**Play
Suit**



73¢

A Bargain for Boys

26V456 You save money when you
buy this splendid play suit for your
little boy. Made from strong khaki suit-
ing, with trimming in contrast. Has drop-
seat and two patch pockets.
Ages 3, 4, 5, 6 years. **73¢**
Sale price delivered.....



Wool

1.69

Boys' Knitted Suit
All-wool, knee pants and
sweater. Elastic in waist of
pants. Ages 2, 4, 6 years.
26V459 Camel.
26V460 Copen.
Sale
price
delivered.. **\$1.69**

**Assorted
Ginghams
"Pantie
Dress"**

65¢ 47¢

Buy Now and Save!

26V453 Factory clearance of
little girls' pantie dresses—the
65¢ quality for 47¢. Of woven
gingham in assorted fancy checks.
Dress is embroidered on front-panel
and has pocket. Panties have elastic
at waist and knees.
Ages 2, 4, 6 years.
Sale price delivered..... **47¢**



Broadcloth

Girls' Broadcloth Outfit

Exceptionally big value here!
An outfit of imported broadcloth.
Dress smocked. Panties have
elastic at waist and knees.
Ages 3, 4, 5, 6 years.
26V457 Green.
26V458 Peach.
Sale price delivered
\$1.00



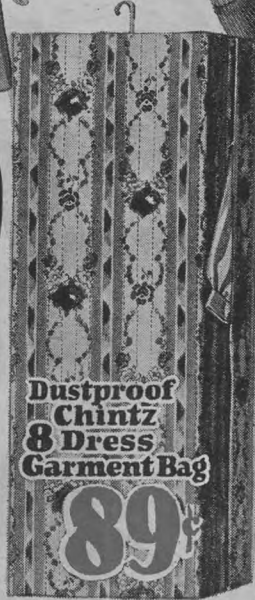
Khaki

ONLY

89¢

**Little Girls'
Play Suit**

26V455 Of khaki
cotton middy cloth.
Blouse with short
sleeves, a pocket and
a sailor collar. Full
bloomers with elastic
at waist and knees.
Ages 3, 4, 5, 6 years.
Sale
price
delivered **89¢**



**Dustproof
Chintz
8 Dress
Garment Bag**

89¢

**A Special
Bargain**

27V450 Buy this
large garment bag to
protect your dresses
and coats from dust!
Made from fancy floral
chintz. Has hook at top
and dromes at the side.
Will hold 8 garments.
Note the low price!
Sale
price
delivered..... **89¢**



**Balbriggan
Suit**

75¢



Misses' Slip

58¢

**A Dainty Costume Slip
Priced at a Saving**

24V452 Just what girls and misses
need for wear with dainty Summer frocks—
a costume slip of fine white cotton, trim-
med with embroidery. Buy now and you
get this slip at a money-saving price! It is
attractive and durable.
Ages 8 to 16 years. Be sure
to state the size wanted. **58¢**
Sale price delivered

**Big Value
Here for You!**
24V450 A timely
bargain for women!
A house dress, a cap
and a band apron of
woven zephyr ging-
ham; also an apron of
fancy percale; the
four articles for only
98¢! Assorted colors.
A wonderful opportu-
nity to get a serviceable
outfit for little money.
Sale price delivered,
The special
4-piece Set... **98¢**

**4
Pieces
Dress
Cap
2 Aprons
ONLY**

98¢



**Extra
Big
Special**

Boys' Two-Piece Knitted Suit

26V454 Extra good value in a little boys'
two-piece play suit. Of knitted Balbriggan
cotton, navy blue trimmed with red.
Bloomers have elastic at waist and knees.
Ages 2, 4, 6 years.
Sale price delivered..... **75¢**



Gum Rubber

Reg. **45¢** Sale **25¢**

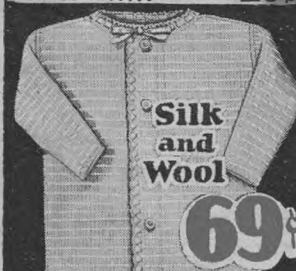
26V451 Price reduction on
babies' white gum rubber
pants! Ventilated at sides.
Splendid for warm weather.
Sale price delivered... **25¢**



Extra Special

2 for 25¢

Rubber Pants
26V450 Babies' pants of
natural gum rubber.
Sale price
delivered..... **2 for 25¢**



**Silk
and
Wool**

69¢

Babies' Soft Vest

26V452 White silk-and-wool
vest buttoned at the front. Long
sleeves. Soft and cosy.
Ages 6 months to 2 1/2 yrs. **69¢**
Sale price delivered.....

Sale Specials

Chintz Smocks
\$1.98



Extra Special

Low Price for Smocks!

Women's serviceable smocks made from fancy chintz of extra fine quality. Double-breasted style, with roll collar and two pockets. Suitable for factory, store or home wear. Get yours right now! Sizes 34 to 42 bust.
27V451 Black ground.
27V452 Sand ground.
Sale price delivered

\$1.98



Reg. \$1.98
Sale \$1.49

Little Boys' Suit

26V461 Extra big value in a little boys' wash suit. Waist of plain sand beachcloth, trimmed with stripe to match pants. Worth \$1.98. Ages 2, 3, 4, 5, 6 years.
Sale price delivered... \$1.49



\$1.47

Dimity Outfit

Dress and panties of checked tissue dimity. Two pockets on dress. Elastic at waist and knees of panties. Ages 3, 4, 5, 6 yrs.
26V471 Rose.
26V472 Blue.
Sale price delivered... \$1.47

Special Umbrella Dress and Bonnet \$1.49

\$1.49

Kiddies' Outfit

26V475 Dainty and a big bargain! Umbrella, dress and bonnet made from fancy pink percale—just what little girls like. Style as shown at the left. Ages 2, 3, 4, 5 years.
Sale price delivered.... \$1.49

Hot Weather Pajamas

Rayon Silk Extra Value \$1.98



Girls' Dress and Panties

26V470 Just about half price buys this outfit of "Lorraine" taffeta. Elastic at waist and knees of panties. Ages 3, 4, 5, 6 years.
Sale price delivered.... 98¢

Extra Value 98¢

Little Girls' Wool Sweater

Design in rayon art silk. 2, 4, 6 years.
26V468 Nile Green.
26V469 Powder.
Sale price delivered. \$1.59
Navy Union Serge Skirt
26V467 Pleated on cotton waist. Ages 3, 4, 5, 6 years.
Sale price delivered..... 59¢

Sweater \$1.59

Serge Skirt 59¢

Big Clearance Woven Zephyr Dresses Reg. 98¢ 69¢

Little girls' outfit of woven check gingham. Cute dress. Panties with elastic at waist and knees. Ages 2, 3, 4, 5, 6 years.
26V462 Tango.
26V463 Green.
26V464 Pink.
Sale price 69¢



Broadcloth

CROTCH

59¢

Wee folks' bargain! Creepers of broadcloth, buttoned between knees. Ages 1 and 2 years.
26V465 Blue.
26V466 Pink.
Sale price delivered... 59¢

Special!

Lovely Summer outfit of voile. Ruffled dress. Panties with elastic at waist and knees. Ages 2, 3, 4, 5, 6 years.
26V473 Rose.
26V474 Lemon.
Sale price delivered... \$1.49

Voile Sale \$1.49

"Hoover" Dress

You save money here! A "Hoover" dress of fine "Alabama" broadcloth, with front arranged to fasten over either way. Short sleeves, long collar and two pockets. Small, medium, large. Order during this Sale!
24V456 Green.
24V455 Open Blue.
Sale price delivered... \$1.00

"Alabama" Broadcloth Sale \$1.00

Rayon Silk Pajamas

24V459 Women's regular \$2.98 pajamas for \$1.98—a saving of \$1.00 on every suit! Made from fine rayon art silk jersey, maize with contrasting trimming. Sleeveless jacket. Pantalettes with elastic at waist. Small, medium, large.
Sale price delivered \$1.98

Reg. \$1.98 \$1.59



"Rayon Silk"

Nightgown

Note the price reduction on this nightgown—it regularly sells for \$1.98. A tailored garment of rayon art silk—the style that all women favor. You seldom find such value in gowns. Length about 54 ins. Fits up to 40 bust.
24V457 Sky Blue.
24V458 Maize.
Sale price delivered... \$1.59

Vanity
Taffeta

\$1.98

Introducing
the New

Lady
Simpson

Note the low price of this dainty dress of cotton "Vanity" taffeta in spot design! Organdie trimming. Sizes 16, 18, 38, 40.

27V455 Blue.
27V456 Green
Sale price del'd

\$1.98

Reg.
\$3.50
Value

Any
Hour
Dresses

24V443 Misses' 2-piece pyjamas of checked and fancy pink dimity. Among the biggest bargains in our sale. Ages 8 to 16 years. Sale price delivered..... 89¢

Misses' Pyjamas
89¢

Extra
Special

\$1.69
\$1.19

Spots
are
New
"Organdie"
Trim

Think
of This!

27V457 Big value in a lovely dress of mercerized cotton taffeta. Navy with sand design. Vestee and cuffs of lace. Sizes 34 to 44 bust. Sale price del'd

\$2.87

Lorraine
Taffeta

Mercerized
Taffeta

\$1.98 \$1.57

Big Bargain

27V459 Smart dress of fast-dyed "Lorraine" cotton taffeta—worth \$1.98. Trimmed with organdie. Sizes 16, 18, 38, 40. Sale price del'd

\$1.57

Nightgown

24V442 Of knitted peach rayon silk. Lace trimming. Length about 48 inches. Sale price delivered..

\$1.29

A Pretty Dress

27V453 Of "Victoria" cotton taffeta in green. Style as shown above. An extra big bargain! The former price was \$1.69. Sizes 16, 18, 38, 40. Sale price delivered.....

\$1.19

Victoria
Taffeta

Rayon
Silk

\$1.29



Special
\$1.00

Smock Sale

A saving to your dresses and a saving in money! Smock of fast-dyed "Alabama" broadcloth in extra fine quality. Style as shown above. Small, medium, large, each size made full to cover the other clothing and give full protection. 24V468 Green. 24V467 Copen.

Sale price delivered.... \$1.00



Wool
Challie
Coolie
Coat
\$3.98

\$2.98

Save a Dollar Here!

27V458 Women's beach coat in "Coolie" style—made from wool challie, fancy assorted designs on black ground. A very attractive garment, of splendid quality and well made. Fast-dyed. Regularly sold for \$3.98—you save \$1.00 by ordering during our sale.

Length about 40 ins. Sale price delivered.... \$2.98

Lorraine
Taffeta

Reg.
\$2.95

Sale
\$1.98



"Sun Shine"
Creeper

25¢

Kiddies' Special

Only 25 cents for this creeper of fancy percale! Buy now for the wee tots! Assorted designs. 1 and 2 years.

26V476 Blue. 26V477 Pink.

Sale price delivered.. 25¢

Extra Big Sale Value

27V454 Any hour dress of "Lorraine" cotton taffeta, sand with fancy design. Becoming style, as shown. Lace vestee. This is one of our regular \$2.95 dresses, priced low to give you a real bargain. Order now!

Sizes 34 to 44 bust. Sale price del'd... \$1.98



Rayon Silk
Shadowproof

Only \$1.48

Costume Slip

Big sale value in a knitted Rayon art silk costume slip! Shadowproof skirt. Small, medium, large. Regularly sold for a much higher price.

24V460 Peach. 24V461 Sky Blue. 24V462 Sand. 24V463 Black. 24V464 White.

Sale price delivered \$1.48



Biggest
Value
Ever
Offered

Pyjama Suit

Reduced in price to \$1.00 for this Sale! Made from plain checked and fancy colored dimity. Small, medium, large—for women.

24V465 Blue. 24V466 Pink.

Sale price delivered.. \$1.00



Special
75¢

24V470 Women's gown of fine white cotton with yoke of Swiss embroidery—specially reduced for the Sale. Lace at armhole and shirring in front. Length about 54 inches. Fits up to 40 bust. Sale price delivered.... **75¢**



Big Special Factory Clearance

Only 79¢

Dimity Pajamas Priced Extra Low

24V472 Women's dainty tailored pajamas of peach-colored cross-bar dimity—a special factory clearance lot, greatly underpriced. Coat hemstitched and shirred. Elastic at waist of pants. Small, medium, large. Sale price delivered... **79¢**

Girls' Bloomers Your Choice



24¢

Cotton

Dimity

24V483 Girls' white cotton drawers. Trimmed with embroidery. Ages 4 to 16 years. Sale price delivered **24¢**
Girls' checked dimity bloomers. Elastic at waist and knee. 24V484 Peach. Ages 4 24V485 White to 16 yrs. Sale price delivered..... **24¢**



Summer "Special"

59¢



Dimity 43¢

59¢



Broadcloth

69¢



Dimity Gown

Only

69¢

Big Sale Value
24V469 Pretty checked dimity gown in dainty peach shade—wonderful value! Shirred and hemstitched. Length about 54 inches. Fits to 40 bust. Sale price delivered... **69¢**



Embroidery Trimmed

89¢

Gown, Specially Priced
24V471 Women's pretty gown of white cotton, trimmed with Swiss embroidery and shirring. Length about 54 inches. Fits to 40 bust. Sale price delivered... **89¢**

Women's costume slip of fine cotton. Medallion in front. Lace-trimmed top. Pleats at hips. Bust 34 to 42. Splendid value.
24V480 Maize.
24V481 Pink.
24V482 Sky.
Sale price delivered.... **59¢**

Costume Slip
Big value in a costume slip of fine checked dimity. Made with skirt shadowproof or plain. Flat pleats at sides. Peach, orchid, pink, white. Bust 34 to 42 inches.
24V446 Dimity shadowproof slip. Sale price delivered... **59¢**
24V474 Dimity, not shadowproof. Sale price delivered... **43¢**

Costume Slip
Women's costume slip of fine broadcloth. Pleats at sides. Bust 34 to 44.
24V478 Peach.
24V479 White.
Sale price delivered..... **69¢**



Crepe

57¢



Cordeline Broadcloth

49¢



Imported Broadcloth

67¢

"Washanready"
24V488 A big saving for you on these roomy bloomers of cotton crepe. Elastic at waist and knees. Orchid with colored design. Lengths about 25 and 27 inches. Sale price delivered..... **57¢**

Dainty bloomers of cordeline broadcloth. Elastic at waist and knee. Lengths about 25 and 27 inches.
24V492 Peach.
24V493 Powder.
Sale price delivered.... **49¢**

Fine Bloomer Bargain
24V491 "Simco" brand peach broadcloth bloomers. Cut full. Elastic at waist and knee. Imported quality, priced low. Lengths about 25 and 27 inches. Sale price delivered.... **67¢**



"Resta" Sleepers

79¢



Misses' Broadcloth

42¢

Big Special
Misses' and Girls' bloomers of serviceable broadcloth. Elastic at waist and knee. Will wash well. Ages 4 to 16 years.
24V486 Peach.
24V487 White.
Sale price delivered.... **42¢**



Special Broadcloth

49¢

Women's broadcloth bloomers. Will not rip. Elastic at waist and knee. Lengths about 25 and 27 inches.
24V489 Peach.
24V490 Orchid.
Sale price delivered.... **49¢**



Waterproof

Very Special Value

Apronettes Reduced

24V473 Bargain in useful apronettes of fancy rubberized percale. Perfectly waterproof. Easy to clean. Patch pocket. Ties at back. Piped edges. Assorted colors. Women's size. Sale price del'd each **49¢**

Hot Water Bottle **Guaranteed for 2 Years**



Seamless Red Rubber **31V100** Extraordinary value here—a well made Hot Water Bottle offered you at an unusually low price. Moulded in one piece from high quality red rubber. Capacity 48 ozs. Fully guaranteed for two years. **Sale price del'd... 79¢**

BUY NOW



31V107 Fine value in Sanitary "Step-in" of good quality gum rubber. Top part of cool muslin. Elastic at waist. Firmly bound at edges. **Sale price delivered... 45¢**



32V100 Great value!—large size box of "Three Flowers" face powder in White, Flesh or Brunette. Good size bottle of "Three Flowers" perfume. **Sale price delivered... \$1.00**



31V108 A big Sale Value—two packages of Kumfort Sanitary Napkins and a high-grade elastic Sanitary Belt. Napkins are soft, super-absorbent and quickly dissolve in water. Afford ideal protection and very comfortable to wear. 12 in package. **Sale price delivered 2 Packages and Belt... 93¢**

31V109 Another big saving—Kumfort Napkins in single packages or in lots of three packages. **Sale price delivered: One package... 39¢ Three packages \$1.10**

SAVE MONEY



31V106 Low-priced Sanitary Apron, well made from lightweight pure gum rubber. Top of porous cloth with tape ties and loops. **Sale price delivered... 25¢**



32V101 Pinaud's renowned "Loria" French Face Powder greatly reduced in price. Has a clinging odor that is delightfully fragrant. **Sale price delivered... 39¢**



31V105 Here is a special you shouldn't miss—a "Peerless" Combination Bottle, made seamless from best grade of red rubber. Holds 48 ozs. Rubber tubing, shut-off device, and 3 hard rubber slip-tubes. **Guaranteed two years. Sale price del'd \$1.39**



A Rare Bargain

32V107 An outstanding bargain—six big bumper cakes of best quality French-made Soap, each weighing about five ounces. Three delightful odors: Rose, Violet and Jasmine. **Sale price del'd each 15¢ or 6 for 79¢**



3 Big Cakes for 29¢.

32V103 Here is your opportunity to lay in a stock of pure French Castile Soap at a very small cost. It is one of our best offerings in many years. The soap—about 72¢ Castile—is sold in large 6-ounce cakes. **Sale price delivered 3 cakes for 29¢**

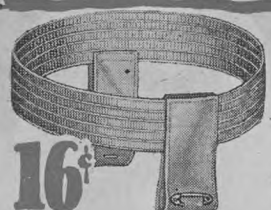


Lovely "Betty Lou"

14V127 "Betty Lou" is a lovely dolly—she's just longing for a little mother to take care of her. Her head is of strong composition. She has rosy cheeks, curly hair and a crying voice. Movable arms and legs are of covered felt. Dainty frock with bonnet to match. About 16½ inches tall. **Sale price del'd... 98¢**



31V111 This Douche Syringe produces a whirling spray action that flushes thoroughly. Bulb of pure rubber; curved tube of hard rubber; and adjustable shield. Safe and comfortable. Greatly reduced in price. **Sale price delivered... 89¢**



31V110 Sanitary Belt of web elastic with cotton tabs. Real good value at low cost. **Sale price del'd... 16¢**



32V102 Jergen's pure Talcum Powder priced temptingly low during the Sale. Your choice of two delicate odors; fresh Violets or Roses. Please state which desired. **Sale price del'd each... 19¢**



32V106 Good quality Shaving Stick at a price exceptionally low. Made in France. **Sale price del'd 19¢**



Save Money on These

32V104 "Lorain" Vanishing Cream—a splendid powder base. **Sale price del'd 29¢**

32V105 "Lorain" Cold Cream—a fine skin food. **Sale price delivered 29¢**



White Linen-Finished Envelopes and Paper

14V128 White Linen-finished Stationery of excellent quality, priced attractively low. In the dainty box are 50 sheets of note paper and 50 envelopes to match. It would pay you to buy several boxes. **Sale price delivered... 49¢**



32V108 Two Tooth Brushes with well filled white bristles of good quality. **Sale price delivered... 2 for 24¢**



32V110 Polished Dressing Combs; one of Black Rubber, the other of French Ivory—both having fine and coarse teeth. About 7½ ins. long. State which desired. **Sale price delivered each... 17¢**

32V111 French Ivory Combs for bobbed hair. Comb with handle has medium-sized teeth; other style has medium and coarse teeth. State style desired. **Sale price delivered each... 19¢**



14V130 This handsome "Simco" Red barrel Fountain Pen is yours for a very small outlay. Has self-filling lever, pocket clip, 14k. gold iridium-pointed nib having fine, medium or broad point. **Guaranteed 1 year. Sale price delivered... 79¢**



31V101 Dr. Chase's Nerve Food for those in run-down condition. **Sale price del'd 2 boxes 83¢**

31V102 Dodd's Kidney Pills for Kidney and Bladder troubles. **3 boxes \$1.00**



31V104 McCoy's Cod Liver Extract, fine for building up run-down constitutions. **Sale price del'd 2 boxes... 87¢**

31V103 Fruit-atives—well known liver tablets. **Sale price delivered 3 boxes \$1.00**



32V109 Here's a combination offer you shouldn't miss—a Toothbrush of fine quality and a tube of the reliable "Kolynos" Dental Cream. This is an unusually good Sale Special. **Sale price del'd the 2 for 32¢**



A Genuine Bargain

14V129 "Ramona Ripple" linen-finished Stationery—splendid writing paper priced very moderately. White, Blue, Mauve or Pink shades—24 sheets and 24 envelopes. Please state color desired. **Sale price delivered... 19¢**

SAVINGS

HERE

"WEAR-EVER" UTENSILS



14V100 For the first time in Canada this ideal **Triplate Saucepan Set** is offered at \$3.69. The regular price is \$5.85. Truly a remarkable bargain! The set, made of "Wear-Ever" aluminum, is so shaped that you can cook three dishes on one burner, and thus save fuel. Each saucepan holds 2 quarts. Detachable handle. Sale price delivered, the set..... **\$3.69**

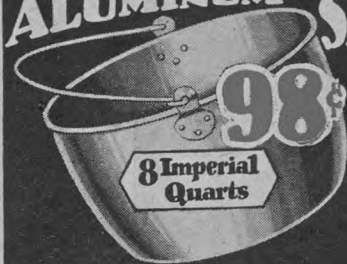
Big Value

14V101 Excellent value in deep **Fat Fryer**—unequalled for frying doughnuts, fishballs, croquettes, French fried potatoes, etc. Pan made of "Wear-Ever" heavy gauge aluminum; strainer made of strong galvanized wire. Easy to clean; safe to use. Sale price delivered.. **98¢**

"Wear-Ever" Pan
14V102 Here is a typical **Simpson Sale Special—Frying Pan** of heavy "Wear-Ever" aluminum with firmly-riveted handle. Two pouring lips. Modelled edge. Pan about 8 ins. diam. Sale price del'd.... **98¢**

14V103 You can buy this strong well made **Tea Kettle** at a price that is very moderate. It is made of "Wear-Ever" heavy gauge aluminum and has a sturdy riveted handle with spiral "stay-cool" grip. Ebonized cover knob. Holds 4 Imp. qts. Sale price delivered..... **\$2.95**

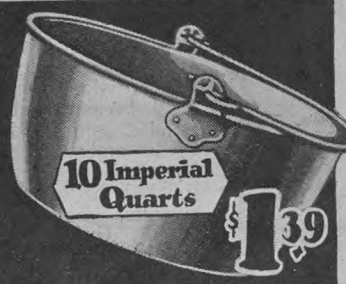
ALUMINUM SPECIALS



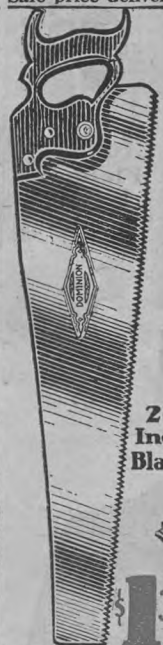
14V104 Considering the high quality of this large **Preserving Kettle** the price is exceptionally low. It is made of sheet aluminum of high grade. The edge is rolled; the handles securely riveted. Capacity 8 Imperial quarts. This is a Sale Special we're proud to feature. Sale price delivered..... **98¢**



14V105 One of our best bargains—an aluminum **Tea Kettle** with panelled sides. Has large free-pouring spout and wide bottom. Self-locking handle has ebonized wooden grip; tight-fitting lid has ebonized knob. Kettle holds 4 Imperial quarts. Sale price delivered.... **\$1.49**



14V106 Another of our first rate Sale Bargains—a **Preserving Kettle** priced very low. Well made of reliable quality sheet aluminum with rolled edge. Handle strongly riveted. Holds 10 Imperial quarts. Seldom, indeed, do you meet with such value as this. Sale price delivered..... **\$1.39**



26 Inch Blade

14V111 A **Skew-back Saw** for general purposes. Good quality saw steel blade, well tempered and 26 ins. long. Hand-filed teeth. Polished hardwood handle brass-riveted to blade. Sale price del'd... **\$1.39**

In Colonial Style

14V107 Aluminum **Teapot** in the dainty Colonial style. Has tea ball on chain fastened to lid. "Stay-cool" ebonized wood handle. Holds about 5 cups. Wonderful value at this low price. Sale price del'd **\$1.39**



14V108 Double Boiler made of good quality sheet aluminum. Lower vessel holds about 2 Imperial quarts; upper about 1½ Imp. qts. Cover fits both vessels. Sale price del'd.. **\$1.19**

14V109 Serviceable **Potato Pot** of dependable aluminum. It is made seamless; no cracks to clean. Fitted with a self-locking handle and has a close-fitting lid. Holds 5½ Imp. qts. Sale price delivered.... **98¢**



14V110 Here is your chance to get a real good bargain. Splendid **Coffee Percolator** in the popular Colonial design. Made in one piece of aluminum with non-heating ebonized handle. Removable insert and glass top. Holds about 1 Imp. qt. Sale price delivered..... **98¢**



High Grade Breast Drill

Sure Grip Chuck

14V112 It is only once in a long while that you can buy a **Breast Drill** of this type for so little money. It is strongly made with machine-cut gears that operate properly. Sure-grip chuck holds drills, size 0 to ¼. Sale price delivered.... **\$1.69**



16 inch Meat or Kitchen Saw

14V113 **Meat or Kitchen Saw**. Steel frame tightly screwed to shaped hardwood handle. Blade, about 16 ins., has hand-filed teeth. Sale price delivered..... **89¢**



Hammer

Special

59¢

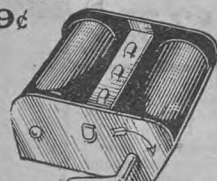
Strongly Made and Priced Low

14V114 Men will certainly appreciate the saving on this **Simpson Special**. A general purpose **Hammer** strongly made. Has head of forged steel with tapered split claws. Well balanced handle of polished wood. Sale price delivered..... **59¢**



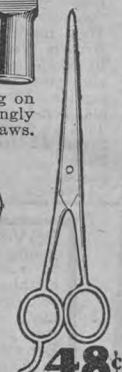
10 For 63¢

14V120 **Myatt Blades** for Gillette-style razors. They outlast other styles of safety blades. Special value. Sale price delivered 10 for **63¢**



69¢

14V121 **Razor Blade Sharpener** for Gillette-style blades. Carborundum rollers. Sale price delivered. **69¢**



48¢

14V122 **French-patterned Barber Shears** of good grade steel. About 7½ ins. long. Sale price delivered. **48¢**



14V119 **Food Chopper** in the latest improved style. Made of non-rustable galvanized metal with 4 knives for cutting food fine or coarse. Revolving handle has wood grip. Table clamp. Sale price delivered.... **98¢**

Priced Low



14V116 **Sturdy Knife** with single steel blade in polished hardwood handle. Fitted with chain. Sale price delivered.... **19¢**



14V123 A wonderful bargain **"Durham Duplex" Razor** (the only straight-type safety razor) together with 6 blades at a price surprisingly low. Sale price del'd **69¢**



Big Value

87¢

14V124 **Barber Clippers** of finely-polished steel. Cutting plates trim beard or hair to 1/32 of an inch. Will give long service. Sale price delivered. **87¢**



Pistol Grip Hack Saw

14V115 **Pistol Grip Hack Saw**—a "Miller's Falls" product. Has heavy nickel-steel frame; hardened steel flexible blade. Wing nut adjustment. Sale price delivered..... **69¢**



14V117 **Nickel-plated Flashlight** with battery and bulb. Sale price delivered.... **79¢**

14V118 **Extra Battery**. Sale price delivered **29¢**



14V125 **Popular Style Lunch Kit**. Box made of black metal. Has leather handle and two catches. Vacuum bottle with aluminum shoulder and cup, holds 16 ozs. Box size 10 x 4½ x 7 ins. Sale price delivered..... **\$1.29**



14V126 **Enamel Vacuum Bottle** having aluminum shoulder and cup. Capacity one pint. Sale price delivered. **59¢**

\$13.50 **Big Sale Specials**



2
Pant
Suit

Excellent Value in Two-Pant Suit of Dark Brown Tweed

35V402 Here is a splendid Simpson Special for the man who takes a pride in his personal appearance and yet demands good value for a moderate outlay. A smart two - pant suit neatly tailored from **Dark Brown Tweed**—one of the sturdiest of clothing fabrics. The coat is fashioned in the three-button single-breasted style, has notched lapels, neat-fitting collar and is well lined. Regulation style vest. Pants finished with the usual pockets, belt-loops and cuffs. In sizes 36 to 44 chest. Sale price delivered.... **\$13.50**



Wool
Serge

\$2.75

35V408 Men's Pants at a price marked so low! They'll prove most satisfactory for general wear. Made from all-wool Navy Blue Cheviot Serge and have four pockets, belt-loops and plain bottoms. Even sizes 32 to 44 waist. Inside leg 30 to 34 ins. Sale price delivered.. **\$2.75**

35V406 Pants of good - quality **Grey Flannel**—they're just great! You'll save money on them, too, at Simpson's Sale price. Fit neatly and hang smartly. Finished with the regular pockets, belt-loops and cuffs. Even sizes 32 to 44 waist. Sale price delivered.. **\$2.95**



\$2.95

Grey
Flannel

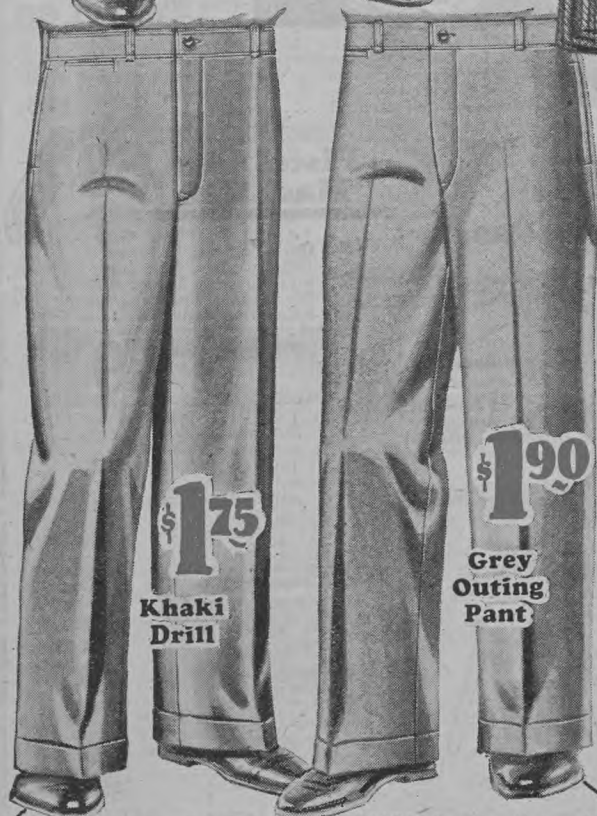


35V407

\$1.45

35V405 Sale Special shown at the right. Low-priced pants carefully made from a serviceable **Grey Tweed** material. They fit well and have four pockets, belt-loops and cuffs. Even sizes 32 to 44 waist. Sale price del'd.... **\$1.95**

35V407 Dark Grey Striped Cottonade is the material used in these sturdy work pants. Extra good value. Three pockets, belt-loops and plain bottoms. Even sizes 32 to 44 waist. Inside leg 30 to 33 ins. Sale price del'd **\$1.45**



\$1.75

Khaki
Drill

\$1.90

Grey
Outing
Pant

35V404 Pants of Khaki Drill are just what you need for Summer wear, and here's your chance to get them at a saving. Made of heavy quality material, and have five pockets, belt-loops and cuffs. Even sizes 32 to 44 waist. Sale price delivered.... **\$1.75**

35V409 Sporty outing pants well made from medium-weight **Grey Flannel**. Have four pockets, belt-loops and cuffs. They are ideal for Summer wear. Even sizes 32 to 44 waist. Sale price del'd... **\$1.90**



Woolen
Tweed

\$2.35

Dark Brown Woolen Tweed

35V410 You will make a substantial saving on these tough-wearing pants—they are priced specially low for the Sale. Well made from **Dark Brown Woolen Tweed**, fit comfortably, and will give you unusually long service. Have four pockets, belt-loops and cuffs. This is a Simpson Special. Sizes 32 to 44 waist. Sale price delivered.. **\$2.35**

35V403 For the young man who wishes to economize on his clothing bill and be well-dressed at small cost, we recommend this two pant suit of **Brown Tweed**. Double breasted style with peaked lapels and flap pockets. Pants have five pockets, belt-loops and cuffs. Sizes 34 to 42 waist. Sale price del'd **\$13.95**



2
Pant
Suit

Young
Men's

\$13.95

35V410

MEN'S CLOTHING BARGAINS

Big Value Here

\$1.35

Serviceable Khaki Drill

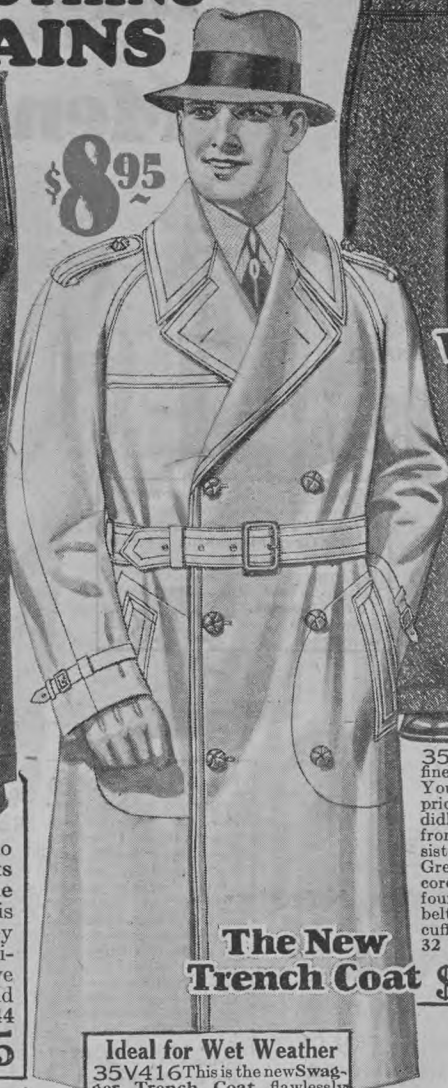
Priced to Save Money
35V412 Buy these Pants of serviceable Khaki Drill while you can get them at Simpson's unusually low price. They are carefully made to give long and satisfactory service. Fit comfortably and look neat. Finished with four pockets, belt-loops and cuffs. Even sizes 32 to 44 waist.
Sale price del'd. \$1.35

Semi Peg Top

\$2.45

35V413 For the man who wants an odd pair of Pants of strong quality. Navy Blue Cheviot-finished Serge is the material used and they are fashioned in the semi-peg-top style. Have five pockets, belt-loops and cuffs. Even sizes 32 to 44 waist.
Sale price del'd \$2.45

\$8.95



The New Trench Coat \$2.45

Ideal for Wet Weather

35V416 This is the new Swag-ger Trench Coat. flawlessly tailored from Rubber-Back Cotton Gabardine in light putty shade. All seams are cemented, thus making coat absolutely waterproof. Smartly tailored with large convertible collar, slash pockets, all-around belt and straps at sleeve. Snappy leather buttons. An ideal coat for wet weather—a wonderful bargain at the low price quoted. Even sizes 34 to 42 chest.
Sale price del'd. \$8.95

Whipcord

\$2.45

Moleskin

\$2.25

35V411 Above is shown one of our Special Sale Bargains in men's strong working Pants. They are carefully made from Grey Stripe Moleskin Cloth, fit comfortably. Finished with five pockets, belt-loops and cuffs. Even sizes 32 to 44 waist.
Sale price del'd \$2.25

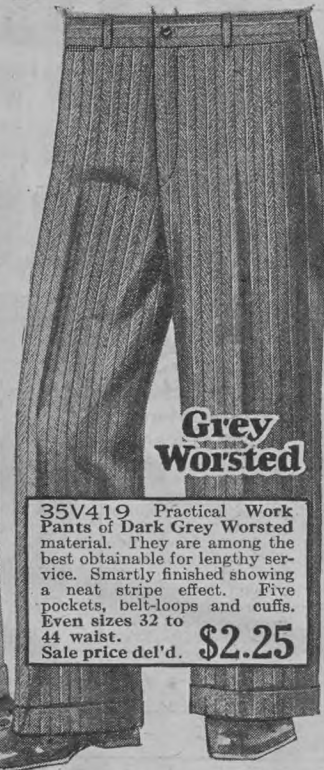


Grey Flannel

\$2.95

Young Men's Grey Flannel

35V414 These fashionable Outing Pants for young men are particularly suitable for picnics and Summer Sports' wear. The material is serviceable; the pants fit comfortably. Have five pockets, belt-loops and cuffs. Even sizes 28 to 36 waist.
Sale price del'd. \$2.95



Grey Worsted

35V419 Practical Work Pants of Dark Grey Worsted material. They are among the best obtainable for lengthy service. Smartly finished showing a neat stripe effect. Five pockets, belt-loops and cuffs. Even sizes 32 to 44 waist.
Sale price del'd. \$2.25

All-Wool Blue Serge

35V420 The stylishly-tailored Pants of All-Wool Blue Serge shown at the right are remarkably good value at \$3.90. They are cut to fit and hang as they should and are finished with the regular pockets, belt-loops and cuffs. This is one of our leading Sale Specials. Even sizes 32 to 44 waist.
Sale price delivered \$3.90

All Wool Serge

\$3.90



Big Overall Special

Men! Here's your chance to buy Overalls and a Smock at a big saving in price. They are made from service-giving Blue Denim, cut roomy to be comfortable, and strengthened at all parts of strain. Overalls have bib, adjustable braces and 3 pockets; Smock has 2 pockets. Overalls: even sizes 32 to 44 waist. Smocks: even sizes 36 to 46 chest.
35V417 Overalls.
35V418 Smock.
Sale price del'd each garment. \$1.39

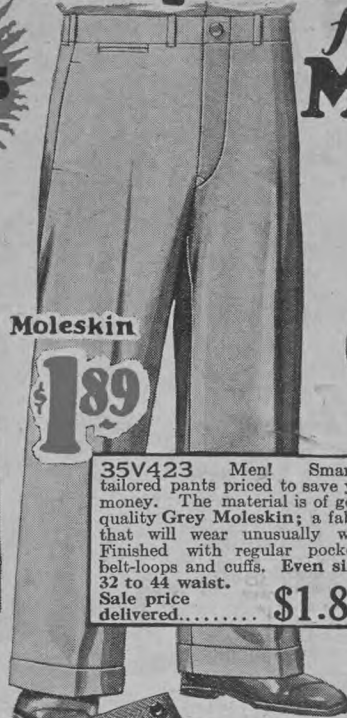
Sale Specials for the Men

With Extra
Pants



**Tan
Leatherette
Reversible
RainCoat**

35V432 Outstanding value in men's reversible raincoat—an ideal coat for rainy weather. Tan Leatherette on one side; good-wearing Covert cloth on reverse side. Double-breasted style, all-around belt, slash pockets, convertible collar, and tab on sleeve. Even sizes 34 to 42 chest.
Sale price delivered.... \$10.95



Moleskin

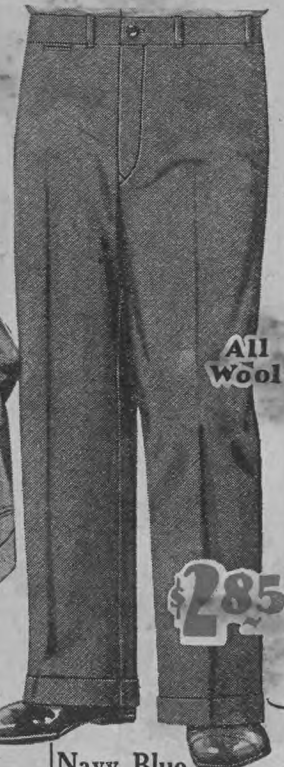
\$1.89

35V423 Men! Smartly tailored pants priced to save you money. The material is of good quality Grey Moleskin; a fabric that will wear unusually well. Finished with regular pockets, belt-loops and cuffs. Even sizes 32 to 44 waist.
Sale price delivered..... \$1.89



**Blue
Serge**

Navy Blue Serge
35V422 One of our best Sale Offerings—a Navy Blue Cheviot-finished Serge suit with an extra pair of pants, which almost doubles the life of the suit. And just note the low price! Coat is fashioned in the three-button single-breasted style, regulation style vest. Pants have five pockets, belt-loops and cuffs. Sizes 36 to 44.
Sale price del'd.. \$13.75



**All
Wool**

\$2.85

Navy Blue
35V431 Smart pants at a price far below what you would expect to pay. Well tailored, in the good-fitting peg-top style, from all-wool Navy Blue Serge. Finished with five pockets, belt-loops and cuffs. Even sizes 32 to 44 waist. Inside leg 29 to 33 ins.
Sale price delivered.. \$2.85



**Grey or
Brown**

\$2.35

Sturdy work pants of wool-and-cotton mixture tweed in Grey or Brown. Have four pockets, belt-loops and plain bottoms. Even sizes 32 to 44 waist.
35V429 Grey.
35V430 Brown.
Sale price delivered, Your Choice..... \$2.35



**Khaki
Drill**

\$1.85

Serviceable and Low Priced
35V424 Buy these serviceable work pants while you can get them at such a low price. Khaki Drill is the fabric used—chosen because of its tough wearability. Fit comfortably and hang neatly. Have five pockets, belt-loops and cuffs. Even sizes 32 to 44 waist.
Sale price delivered.... \$1.85



**Young
Men's**

\$2.95



Young Men's Grey Tweed
35V425 Young men can save money on these serviceable pants. Simpson's price is exceptionally moderate. Made from a mixed Grey Tweed material that will give satisfactory wear. Fit well, and have the usual pockets, belt-loops and cuffs. Even sizes 28 to 36 waist.
Sale price del'd.. \$2.95



**All Wool
Fancy
Checks**

\$3.75

**Blue
Stripe
Worsted**

35V426

\$2.35

35V427 Warm blouse made from all-wool mackinaw cloth in fancy checks. Has sport collar, two breast pockets. Even sizes 36 to 46 chest.
Sale price del'd.. \$3.75
35V426 Well tailored pants of Dark Blue worsted-finished material showing a fancy pencil stripe. Have four pockets, belt-loops and cuffs. Even sizes 32 to 44 waist.
Sale price delivered.... \$2.35

35V428 Here's another splendid Simpson value for men—strongly made work pants. Made from cheviot-finished blue serge, fit comfortably and are neat in appearance. Finished with four pockets, belt-loops and plain bottoms. Even sizes 32 to 44 waist.
Sale price del'd.. \$2.39

**Special
Value**

\$2.39

Summer Clothes for Boys



Double Fronts

Sturdy Overalls
Big value in overalls of blue denim or striped cottonade. Have bib and braces. Fronts double for extra wear. Waist measure 28, 30, 32, 34.
38V222 Blue.
38V223 Striped.
Sale price delivered... **\$1.25**



2 Pant Suit

Great value in suits of long-wearing tweed. Double-breasted coat. A pair of long pants and a pair of bloomers. Sale price delivered:
38V210 Brown. Chest 26 to 33... **\$7.25**
38V250 Lovat. Chest 25 to 34... **\$7.75**



Blue or Khaki

Bib-and-brace overalls in knee length. Blue chambray or khaki drill. Ages 2 to 6 years.
38V214 Khaki.
38V215 Blue.
Sale price del'd... **33¢**



Khaki Drill 67¢

Bargain in Bloomers

38V217 Just the ideal bloomers for knockabout wear—made from strong khaki drill. Usual pockets, belt-loops, buttoned strap at knee. Sizes 24 to 32. Ages 6 to 14 years.
Sale price delivered... **67¢**

Don't Miss This Bargain



Assorted Tweeds

\$1.75

Among Our Sale Specials

38V221 Lots of wear in these long pants for boys! Made from sturdy tweed in assorted patterns. Have belt-loops, cuffs and regular pockets. Don't miss the saving! Ages 8 to 16 yrs. Sale price delivered **\$1.75**



79¢

For Little Chaps

38V228 Special for little chaps! One-piece play suit of durable cotton flannel in grey salt-and-pepper effect. Red piping on belt and on pocket. Drop-seat. Elastic at knees. Ages 2 to 7 years. Sale price delivered... **79¢**



Blue or Khaki

Long Overalls

Money-saving price on little chaps' bib-and-brace overalls. Blue denim or khaki drill. Will wear well. Ages 3 to 9 years.
38V212 Blue.
38V213 Khaki.
Sale price delivered **55¢**

Sale of Boys' Durable Shirts!

Among our wonderful bargains! Shirts of fancy striped shirting cloth or plain blue broadcloth. Attached collar and breast pocket. Sizes 12 to 14½ neck measure.

38V224 Assorted stripes.
38V225 Plain Blue.
Sale price del'd each. **90¢**



Stripes

or Plain Blue

90¢



2 Pant Suit

\$6.95 **Blue Serge**

38V211 Boys' suit of navy blue cheviot serge. Double-breasted coat and two pairs of bloomers. Chest 26 to 32. Ages 8 to 14 years. Sale price... **\$6.95**



\$4.95

Lovat Tweed Suit

38V226 A big bargain! Boys' serviceable suit of grey Lovat Tweed. Double-breasted coat. Full bloomers. Chest 26 to 32. Ages 8 to 14 years. Sale price delivered... **\$4.95**



Big Value

\$5.95

Tweed Suit

38V227 You pay a low price for this suit of grey Lovat tweed! Double-breasted coat. Long pants with belt-loops, pockets and cuffs. Chest 31 to 36. Ages 13 to 18 yrs. Sale price delivered... **\$5.95**



Assorted Plaids

\$2.65

Khaki Drill

\$1.19

Extra Value

38V218 Boys' long Outing pants of extra strong khaki drill. Regular pockets, belt-loops and cuffs. Ages 6 to 17 years. Sale price delivered... **\$1.19**
38V219 Windbreaker of plaid all-wool Mackinaw cloth. Two pockets. Elastic waistband. Chest 26 to 36. Sale price delivered... **\$2.65**

Striped Flannel with Self Belt

\$1.95

Blue Serge Special

\$1.19

Full Bloomers

38V216 An extra big bargain in boys' bloomers. Made from blue cheviot serge of extra good quality. Have belt-loops, pockets, knee-fasteners and are well lined. Ages 6 to 14 years. Sale price delivered... **\$1.19**

Note the Price!

38V220 Long Outing pants of grey striped flannel, with self-belt. Regular pockets, belt-loops and cuffs. Ages 6 to 16 years. Sale price del'd... **\$1.95**

A Page Filled with Special Values

REMEMBER
SIMPSON'S
PAY THE
POSTAGE

73¢



Khaki



Blue Serge

Sturdy Knee Pants

38V244 Low-priced pants of dark navy blue serge. Well made and durable. Waist 21 to 26. Ages 3 to 8 years. Sale price delivered..... **69¢**

Khaki Drill Overalls
38V237 Just what the small boy needs—and the price is away low! Sturdy overalls of khaki drill. Have two patch pockets. A great saving to the clothes. Order today! Ages 3 to 9 years. Sale price del'd

73c

53¢



Shirt Waist

Special sale of boys' shirtwaists! Made from fancy shirting in assorted colors; also white cord shirting. Attached collar and breast pocket. Ages 6 to 14 years.
38V246 Colored Shirtwaist. 53¢
38V247 White Shirtwaist. Sale price delivered Your Choice

Don't Miss This!

Boys' shirts with attached collar. Sale prices del'd:
38V232 Good Khaki Drill. 12 to 14 neck measure... **59¢**
38V233 Heavy Khaki Drill. 12 to 14½ neck measure... **89¢**
38V234 Blue Chambray. 12 to 14½ neck measure... **73¢**

59¢

Khaki Drill

For Small Boys
38V230 Knee pants of strong khaki drill. Long-wearing and easy to launder. Waist 22 to 28. Ages 4 to 10 years. Sale price delivered.... **49¢**

Grey Flannel

\$1.15

Blue Serge

Special \$1.85

Blue Serge Pants

38V245 Here's where you save money! Boys' long pants of dark blue wool-and-cotton serge. Belt-loops, pockets and cuffs. Ages 8 to 17 years. Sale price del'd. **\$1.85**

Grey Flannel Pants

38V248 Worth-while saving on boys' long pants of grey flannel. Have belt-loops, pockets and cuffs. The kind little chaps should have for Summer holidays. Ages 4 to 10 yrs. Sale price del'd. **\$1.15**

HOLIDAY SPECIALS

Khaki Drill

Grey Flannel

Only 90¢ a Pair!

38V229 Boys' long Outing pants of khaki drill. Belt-loops, pockets and cuffs. Wear well. Ages 8 to 17 years. Sale price delivered..... **90¢**

\$1.65 Buys These!

38V235 Outing pants of grey flannel. Belt-loops, pockets and cuffs. Priced very low. Ages 8 to 17 years. Sale price delivered.... **\$1.65**

Big Value Here



69¢

Priced Low

38V242 Boys' shirtwaist of khaki drill. Sport collar and one pocket. Good service here for little money. Order now! Ages 6 to 14 years. Sale price delivered..... **69¢**



73¢

Note this Special!

38V243 Serviceable shirt-waist of cord-stripe shirting in assorted colors. Attached collar and one pocket. Boys always need several. Ages 6 to 14 years. Sale price delivered **73¢**

Tweed Pants
38V231 A bargain in boys' sturdy-wearing long pants of dark grey striped cotton tweed. Four pockets, belt-loops and plain bottoms. Waist 26 to 34. Sale price delivered..... **\$1.15**

\$1.75

Moleskin Pants

38V236 Big sale value in boys' long pants of striped grey moleskin cloth. Belt-loops, pockets and cuffs. Ages 12 to 17 years. Sale price delivered. **\$1.75**

\$4.25



Tweed Suit

38V238 Note the low price of this suit for the boy! Made from durable dark brown tweed. Double-breasted coat. Long pants with pockets, belt-loops and cuffs. Chest 22 to 28. Ages 4 to 10 years. Sale price del'd... **\$4.25**

Extra Big Value

Look at this! Small boys' suits at a big saving! Blue cheviot serge, brown tweed, Lovat tweed. Single-breasted coat with belt. Lined knee pants with usual pockets. Get your boy one of these serviceable suits and save money! Chest 24 to 28. Ages 6 to 10 years.
38V239 Blue Serge.
38V240 Brown Tweed.
38V241 Lovat Tweed.

Your Choice
Sale price del'd... **\$3.85**

38V202

\$6.75

38V202 Note this big value! Boys' suit of imported tweed in grey Lovat mixture. Double-breasted coat. Two pairs of bloomers. Chest 26 to 32. Ages 8 to 14 years. Sale price delivered \$6.75

2 Bloomer Suit

\$4.50

Our Big \$1.00 EACH Special Your Choice



Save Money on Boys' Wash Suits!
38V209 Big clearance of wash suits for little chaps! Several styles and various color combinations, all as smart as the two shown above. Ages 2½ to 7 years. Buy your little boy three or four of these suits for the Summer holidays—it will pay you.
Sale price delivered Each Suit... \$1.00

2 Pant Suit

\$8.65



38V204 Extra big value in a boys' suit of sturdy navy blue chevot serge. Double-breasted coat. Lined knee pants. Chest 24 to 28. Ages 6 to 10 years. Sale price delivered. \$4.50

\$8.95

2 Pant Suit

38V207 Among our best values in boys' suits is this model of imported tweed in Lovat mixture. Double-breasted coat. Two pairs of long pants with pockets, belt-loops and cuffs. Chest 30 to 36. Ages 12 to 18 years. Sale price delivered \$8.65

\$10.95

\$6.75



Khaki Outfit

38V208 Boys' outfit made from strong 6-test khaki drill. Shirt with Sport collar. Long pants with self-belt. A splendid outfit for warm-weather wear—specially priced. Ages 8 to 16 years. Sale price delivered. \$2.95

A Big Bargain
38V203 Boys' suit of serviceable brown mixed tweed, sale-priced. Double-breasted coat. Two pairs of long pants. Chest 30 to 36. Ages 12 to 18 yrs. \$8.95
Sale price del. \$8.95

Boys' suits of natty tweed or of blue chevot serge. Double-breasted coat and long pants. Chest 30 to 36. 12 to 18 years. Sale prices del'd:
38V205 Brown Tweed. \$6.75
38V206 Blue Serge. \$7.75

35V400 Young men will get wonderful value in this suit of imported navy blue all-wool chevot serge. Smart double-breasted coat. Regular style vest. Trousers with five pockets, and cuffs. Sizes 34 to 42 chest. Sale price delivered..... \$10.95

\$13.75

2 Pant Suit



Leatherette Blouses

38V201 Special sale value in boys' blouses of blue leatherette. Cuffs and Sport collar of fancy Mackinaw cloth. Two patch pockets. Elastic band at bottom. Chest 26, 28, 30, 32, 34, 36. Ages 8, 10, 12, 14, 16, 18. Sale price delivered each \$3.95

Sale of Boys' Wash Blouses

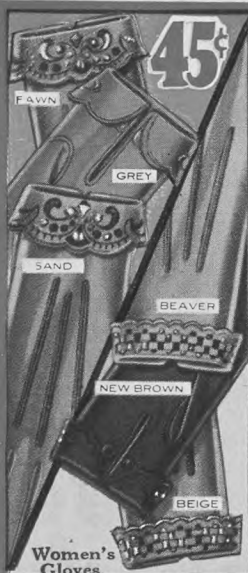
Durable blouses for Summer, priced low. Made from strong khaki drill or from blue chambray. Turn-down collar, breast pocket, band cuffs. Buy now to get a big bargain! Every boy needs such blouses for the warm weather. Ages 6 to 14 years.



2 for 95¢

38V200 Khaki Drill.
38V249 Blue Chambray. Sale price delivered.. 2 for 95¢

Wonderful Sale Bargain in young men's suits made from strong durable tweed. Single-breasted coat, vest and two pairs of pants. Dark Lovat with pencil stripe, or grey mixture. Chest 34 to 42.
35V401 Suit of Lovat Tweed.
35V434 Suit of Grey Tweed. Sale price delivered Your Choice... \$13.75



Women's Gloves
Chamo-Suede Cloth
 15V126 Embroidered cuffs. Sand, grey, fawn. 6, 6½, 7, 7½, 8. Sale price pair.. **45¢**
 15V127 Cuffs embroidered in checks. Beaver, new brown, beige. Sizes 6, 6½, 7, 7½, 8. Sale price pair.. **45¢**



Bloomers **79¢** **Vests** **57¢**
Women's Art Silk Specials
 Buy right now! Get big value in women's knitted art silk underwear! Vests in opera style. Full bloomers with elastic at waist and knees. Peach, Nile, Orchid, Rose, Sunni, White. Art Silk Vest. To fit 34 to 42 bust. Sale price delivered..... **57¢** | 23V322 Art Silk Bloomers. To fit 34 to 42 bust. Sale price delivered..... **79¢**



Bargain in Silk Scarfs
 10V310 Women's triangle scarfs of French silk crepe-de-chine—the newest and most popular style. White, powder blue, flesh pink, blonde, with contrasting checks. Good large size. Sale price delivered each.... **98¢**

Order Early



Collar Attached Choice of 4 Colours

\$1.19



Special

\$1.19

Silk and Wool

49¢

39V404 Men's stylish socks, art-silk-and-wool. Two-tone navy, fawn, brown, also black-and-white. Sizes 9½, 10, 10½, 11. Sale price delivered a pair **49¢**

Fancy Silk and Lisle

37¢

Extra Big Value in Broadcloth Shirts

39V400 Special Sale bargain in men's shirts of English mercerized broadcloth. Attached collar and breast pocket. Fit well and wear well. White, tan, blue, mauve. Sizes 14, 14½, 15, 15½, 16, 16½, 17. Sale price del'd each... **\$1.19**

Fancy Lisle

49¢

Work Shirt Special

39V402 Money-saving price on work shirts of strong checked drill. Collar attached. Two buttoned pockets. Special stock clearance, assorted patterns. Sizes 14, 14½, 15, 15½, 16, 16½, 17, 17½. Sale price del'd each... **\$1.19**

Men's Smart Socks

39V406 Lisle with rayon design. Powder blue, grey, fawn. Sizes 9½, 10, 10½, 11. Your chance to get a bargain in smart socks. Sale price del'd a pair..... **49¢**

Men's Summer Needs

Fancy Socks at a Low Price

39V405 Men's fancy socks of art-silk-and-lisle. Blue, grey, fawn. Sizes 9½, 10, 10½, 11. Sale price delivered a pair.... **37¢**

Fancy Silk and Cotton

3 for \$1.00

Sale of Socks

39V407 Men's fancy socks of cotton-and-rayon-silk, sale - priced. Fawn, grey or brown. Sizes 9½, 10, 10½, 11. Sale price **3 pairs \$1.00**

Silk Ties

39V409 Special clearance of men's silk ties. Stripes and floral designs, assorted colors. Big value. Sale price delivered each.. **50¢**

50¢

Men's Garters

39V412 Made from good strong elastic webbing. Single-grip style. Assorted colors. Sale price delivered a pair..... **19¢**

Broadcloth 2 Collars

\$1.49

39V410 Smart belts for men and youths. For Sport or dress wear. Waist 30 to 42 inches. Sale price delivered each **37¢**

Flannelette

Special

\$1.29

A Big Shirt Bargain

39V403 Men's flannelette shirts, assorted checked designs. Attached collar and two pockets to button. Splendid for work. Sizes 14½, 15, 15½, 16, 16½, 17, 17½. Sale price delivered each... **\$1.29**

Fancy Belts

39V411 Boys' and men's woven belts, with leather fittings. Popular and extra big value. Waist 24 to 40 ins. Sale price del'd each **23¢**

Silk and Wool

57¢

Socks

39V408 Big sale value in men's socks of art-silk-and-wool. Splendid quality. Fawn, grey, powder blue, dark blue, fancy checks. Sizes 9½, 10, 10½, 11. Sale price delivered a pair. **57¢**

Men! Buy Your Shirts Right Now!

39V401 It pays to order through Simpson's Sale Book! These shirts are made from fine mercerized cotton broadcloth. White, tan, blue or mauve. Cut comfortably large, have soft double cuffs and two separate collars. (Tie not included). Sizes 14, 14½, 15, 15½, 16, 16½, 17. Sale price delivered each..... **\$1.49**



Rare Sale Value
Blue Cotton Shirts
 39V413 If you want a real bargain in shirts—and what man doesn't?—here it is! Serviceable shirts made from blue pick-and-pick cotton shirting, with breast pocket and the collar attached. Roomy and well-sewn. Will wear splendidly. Sizes 14½, 15, 15½, 16, 16½, 17, 17½.
 Sale price delivered each **98¢**

Sale Specials for Men



Look at this Saving on Chambray Shirts!
Blue or Khaki
 39V414 Actually less than a dollar—these splendid chambray shirts for men! This is the type of shirt men like for general wear, roomy in cut and well-made. They have two pockets with flaps to button, band cuffs and the collar is attached. Blue or Khaki. One of our finest Sale specials. Sizes 14, 14½, 15, 15½, 16, 16½, 17, 17½, 18.
 Sale price del'd each... **98¢**

39V413

Khaki Drill Work Shirts Sale-Priced!
 39V415 One glance at the price will tell you what big value you are getting here! Strong khaki drill shirts—the kind many men always order for hard rough work. Easy-fitting and unusually durable. Have one pocket and the collar is attached. You save on every shirt you order. Sizes 14, 14½, 15, 15½, 16, 16½, 17, 17½, 18.
 Sale price del'd each. **85¢**

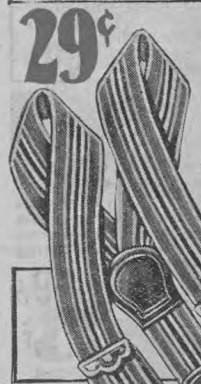


Khaki
85¢



All Wool Cashmere
39¢

A Big Special in Cashmere Socks
 39V420 Black all-wool cashmere socks, sale-priced to bring you a worth-while saving. Sizes 10, 10½, 11.
 Sale price delivered a pair... **39¢**



Work Socks
Priced Low in the Sale
 39V421 At this remarkable sale price a man can lay in a full supply of these splendid work socks for a very small sum. Knitted of grey all-wool yarns. Serviceable and easy on the feet. An extra fine value. One full size.
 Sale price delivered..... **3 pairs 89¢**



Drill Khaki
75¢

A Chance to Save!
 39V416 Sturdy work shirts of dark grey cotton tweed, at a real money-saving price. One pocket. Collar attached. Sizes 14½, 15, 15½, 16, 16½, 17, 17½.
 Sale price delivered each **\$1.00**



Cotton Tweed

\$1.00



Merino

4 Pairs
95¢

A Bargain in Police Braces
 39V423 Sturdy police braces made from extra strong elastic webbing. Have leather ends. Men's size. Wonderful value!
 Sale price delivered a pair... **29¢**



Blue Mechanic

\$1.25

Extraordinary Value Here!
 39V417 Men's work shirts of strong khaki drill, guaranteed for hard wear. Note the low sale price! One pocket. Collar attached. A fine bargain. Sizes 14, 14½, 15, 15½, 16, 16½, 17, 17½.
 Sale price del'd each **75¢**

39V424 Men's pulley braces made from strong elastic webbing, at a low sale price. Have cord ends.
 Sale price del'd a pair... **37¢**



Satin Finish

Satin-Finished Drill Shirts
 39V418 Here is a worth-while saving! Shirts of sturdy satin-finished khaki drill. Cut large and long. Collar attached. Two pockets with flaps to button. Sizes 14½, 15, 15½, 16, 16½, 17, 17½.
 Sale price del'd each **\$1.69**

Save on Mechanic Shirts
 39V419 The famous "Mechanic" shirts of extra heavy navy blue drill—specially reduced in price! Strongly made to stand hard wear. Two pockets. Collar attached. Sizes 14, 14½, 15, 15½, 16, 16½, 17, 17½.
 Sale price del'd each **\$1.25**

\$1.69

Merino Work Socks
Note the Special Price!
 39V422 Think of getting four pairs of these splendid work socks for less than a dollar! Durable cotton merino in random shade. Guaranteed for long wear. One full size.
 Sale price delivered 4 pairs for **95¢**

BIG SALE BARGAINS

Men's

85¢

Boys'

65¢

Here's a special bargain for boys and men—Summer hats off khaki drill, made with flexible brim. Eyelets in side. Sale prices delivered:

36V400 Boys' sizes 6½ to 7..... 65¢
36V401 Men's sizes 6½ to 7½.... 85¢



36V405 Boys' stylish cap at a low sale price. Made from sturdy tweed in grey or fawn mixtures. One-piece crown and deep peak. Sizes 6½ to 7. Sale price delivered..... 59¢



36V409 Child's light-weight cream straw hat with name on the band. Brim may be worn rolled or turned down. Sizes 6 to 6½. Sale price delivered.... 37¢



39V433 Big value in men's fancy silk ties—a special purchase for our Mid-Summer Sale. New shape, assorted colors. Sale price del'd each 50¢



39V432 Men's band-top gloves. Horsehide palms. Split leather backs. One full size. Sale price delivered a pair... 69¢



39V428 Low price for men's Sport shirts of white cord-stripe dimity. Open collar and breast pocket. Popular style for Summer. Sizes 14, 14½, 15, 15½, 16, 16½, 17. Sale price delivered each. \$1.15

39V430 Men's mercerized lisle socks, priced unusually low. Good quality for everyday wear in Summer and during the early Fall. Black, brown, fawn, grey, navy. Sizes 9½, 10, 10½, 11. Sale price delivered..... 3 pairs 98¢

39V427 Special sale of men's shirts—roomy and all well finished. Clearance of left-overs—stripes and checks, in popular colors—all splendid quality. Sizes 14, 14½, 15, 15½, 16, 16½, 17. Sale price delivered each..... \$1.25

2 For 25¢



36V402 Special sale value! Boys' baseball cap of natural palm leaf straw. Deep peak to shade the eyes from sun. Sizes 6¼ to 7. Sale price del'd.. 17¢

36V403 An interesting bargain here! Men's natural palm leaf straw hat for harvesting, etc. Flexible wide brim. Very comfortable. Small, medium, large. Sale price del'd 2 hats for 25¢



36V404 Boys' navy blue cheviot cap of good wearing quality. One-piece crown and deep peak. Smart, serviceable, and priced away low. Sizes 6¼ to 7. Sale price delivered 59¢



36V406 Men's light Summer cap of mercerized tan lustre. Seams taped inside. Sizes 6½ to 7½. Sale price delivered.. 98¢

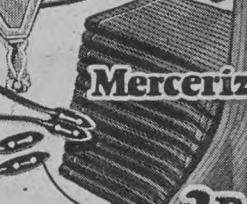


39V426 Men's shirts of strong khaki twill. Two pockets. Attached collar. Sizes 14, 14½, 15, 15½, 16, 16½, 17, 17½. Sale price each... \$1.39

39V431 Men's gauntlet work gloves at a bargain price. Made from split muleskin and well sewn. Will wear well. Small, medium, large. Sale price a pair.. 49¢



39V434 Boys' braces of elastic webbing with leather ends. Durable and a splendid bargain. Sale price del'd a pair. 15¢



39V435 Men's arm-bands, garters and braces, all of strong elastic webbing. Braces have leather ends. Sale price del'd the set..... 65¢

39V436 Men's invisible braces of white elastic webbing. Made in either 2-point or 4-point style and have metal ends. A big bargain at this price. Sale price delivered a pair 35¢

39V437 Men's strong arm-bands of trilled elastic webbing. Blue or mauve. Sale price del'd a pair 23¢

39V438 Men's stylish bow ties made with an elastic band. Assorted colors, newest designs. Specially priced during our sale. Order several! Sale price delivered each..... 19¢

36V410 Big value in men's cream straw hat. Brim turns down to shade the eyes. Popular and smart. Sizes 6½ to 7½. Sale price delivered 45¢

for MEN and BOYS

Broadcloth

39V425 Extra big value in men's broadcloth shirts—white, tan, blue or mauve. Soft double cuffs and a separate collar. Take full advantage of this offering! Sizes 14, 14½, 15, 15½, 16, 16½, 17. Sale price delivered each.. \$1.27



36V407 Men's smart cap of fancy tweed in grey or fawn mixtures. One-piece crown and deep peak. Priced low. Sizes 6½ to 7½. Sale price del'd.. 69¢



36V408 Note this value! Boys' natural palm leaf straw hat for hiking, camping, fishing, etc. Very flexible. Small, medium, large. Sale price delivered.... 17¢



36V409 Child's light-weight cream straw hat with name on the band. Brim may be worn rolled or turned down. Sizes 6 to 6½. Sale price delivered.... 37¢

39V433 Big value in men's fancy silk ties—a special purchase for our Mid-Summer Sale. New shape, assorted colors. Sale price del'd each 50¢

39V432 Men's band-top gloves. Horsehide palms. Split leather backs. One full size. Sale price delivered a pair... 69¢

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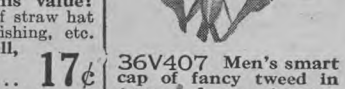
36V410 Big value in men's cream straw hat. Brim turns down to shade the eyes. Popular and smart. Sizes 6½ to 7½. Sale price delivered 45¢

39V429 You save money here for your boy! Light-weight cotton shirts in khaki shade—practical for the holidays. Have open collar and breast pocket. Sizes 13, 13½, 14, 14½. Sale price delivered each... 77¢

39V425 Extra big value in men's broadcloth shirts—white, tan, blue or mauve. Soft double cuffs and a separate collar. Take full advantage of this offering! Sizes 14, 14½, 15, 15½, 16, 16½, 17. Sale price delivered each.. \$1.27



36V407 Men's smart cap of fancy tweed in grey or fawn mixtures. One-piece crown and deep peak. Priced low. Sizes 6½ to 7½. Sale price del'd.. 69¢



36V408 Note this value! Boys' natural palm leaf straw hat for hiking, camping, fishing, etc. Very flexible. Small, medium, large. Sale price delivered.... 17¢



36V409 Child's light-weight cream straw hat with name on the band. Brim may be worn rolled or turned down. Sizes 6 to 6½. Sale price delivered.... 37¢

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36V410 Big value in men's cream straw hat. Brim turns down to shade the eyes. Popular and smart. Sizes 6½ to 7½. Sale price delivered 45¢

Girls

59¢

GIRL'S BATHING CAP

13¢

Note the Price!

55V300 Any girl can have a bathing suit when this one costs so little! Knitted Balbriggan cotton, navy blue with contrasting trimming. Buttons on shoulder. Tights attached. 4 to 12 yrs. **59¢**
Sale price delivered.....

24V494 Big Sale of girls' gum rubber bathing caps. Blue, red, green. **13¢**
Sale price delivered.....

Boys

49¢

Bathing Suits for All

BATHING CAP 15¢

All Wool Special \$1.98



BATHING CAP SPECIAL 25¢

For Boys of 4 to 12 years

55V301 Big sale value in a bathing suit for the boy! Get him one for the Summer holidays! Balbriggan-knit cotton, navy blue with contrasting trimming. Tights attached. Buttons on shoulder. Ages 4 to 12 yrs. **49¢**
Sale price delivered

Big Value 69¢

For Men

Extra Value

55V303 This suit of knitted Balbriggan cotton is a "Special" for women. The comfortable and practical style, with tights attached and buttoned on the left shoulder. Navy blue with trimming in contrast. Sizes 36 to 44 bust. **79¢**
Sale price delivered.....

Bathing Cap

24V496 Women's gum rubber bathing cap at a special sale price. Green or red. **25¢**
Sale price delivered..

Women's Special

Balbriggan

79¢

Women's

55V302 Fine quality suit—a Big Sale Value. All-wool, finely knitted, dark navy blue with contrasting stripes. Buttons on shoulder. Tights attached.

Sizes 36 to 44 bust. **\$1.98**
Sale price delivered....

24V495 Extra special value in women's gum rubber bathing cap. Green or red. **15¢**
Sale price delivered.....

All Wool \$1.98

For Men

Have a Bathing Suit for the Summer Season!

55V304 During Our Sale you can buy this durable bathing suit at a money-saving price! Knitted Balbriggan cotton, navy blue with contrasting trimming. The favorite style, buttoned on the shoulder and having the tights attached.

Men's sizes 36 to 44 chest. **69¢**
Sale price delivered.....

A Low Price Buys this All-Wool Bathing Suit

55V305 Men need just such a bathing suit as this for the warm weather. An all-wool knitted suit, navy blue with contrasting stripes. Made to button on one shoulder and the tights are attached. Special Sale value.

Sizes 36 to 44 chest. **\$1.98**
Sale price delivered.....



**3 Piece
Bed Outfit**
\$18.95

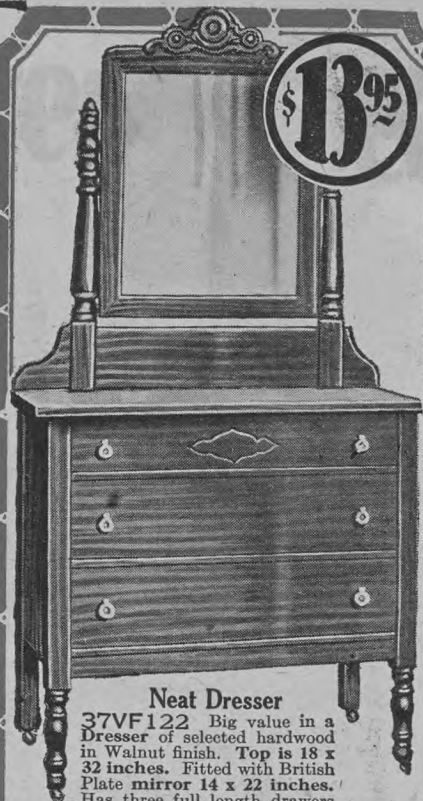
37VF118 Steel Bed-
stead in Walnut finish. 2-in.
round continuous pillars.
Head end about 47 ins. high,
foot end about 33 ins. In
sizes 54, 48 and 39-in.
widths by 72 ins. long
(state width required).
Shpg. wt. about 54 lbs.
2nd class freight.
Cash Price..... **\$7.95**
Time Price..... **\$8.70**
\$1.70 down and **70¢** a
month for **10** months.

Freight
Charges
Extra

Washstand

(Not Illustrated)

37VF123 Well constructed
Washstand to match Dresser
37VF122 (shown on the right).
Has single door cupboard; one
drawer; towel rack. Splendid
value at Simpson's special low
price. Shipping weight about
40 lbs. 1st class freight.
Cash Price..... **\$7.50**
Time Price..... **\$8.25**
Terms **\$1.25** down and **70¢**
a month for **10** months.



Neat Dresser

37VF122 Big value in a
Dresser of selected hardwood
in Walnut finish. Top is 18 x
32 inches. Fitted with British
Plate mirror 14 x 22 inches.
Has three full length drawers
with metal pulls. Easy rolling casters.
Shipping weight about 100 lbs. 1st
class freight.

Cash Price... **\$13.95** | Time Price... **\$15.50**
Terms: **\$2.50** down and **\$1.30** a month
for **10** months.



**Oak
Rocker**

37VF124 Exceptional Value in a comfortable
Arm Rocking Chair. Made of Kiln-dried Oak fin-
ished in fumed color. Spring seat with oil tempered
coil springs. Upholstered in a Brown artificial
leather. Neatly padded and buttoned. Ship-
ping weight about 40 lbs. 1st class frt.

Cash Price **\$8.45** | Time Price **\$9.25**
Terms: **\$1.75** down and
75¢ a month for **10**
months.

37VF119 Steel fabric
Bed Spring securely fastened
to an all-steel angle frame by
oil tempered helical springs.
Heavy wire edges. Sizes 54,
48 or 39 in. widths. (State
width required). Shpg. wt.
about 45 lbs. 1st class frt.
Cash Price..... **\$4.75**
Time Price..... **\$5.20**
\$1.20 down and **40¢** a
month for **10** months.

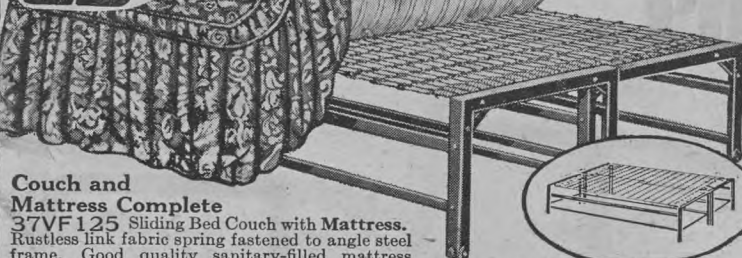
37VF120 Good quality
Mattress, centre filling of
Wood Fibre. Built up on top
and bottom with layers of
thick felt, incased in floral art
ticking. Sizes 54, 48 and
39-in. widths by 72 ins.
long (state size desired).
Shpg. wt. about 45 lbs.
1st class freight.

Cash Price..... **\$6.25**
Time Price..... **\$6.85**
\$1.35 down and **55¢** a
month for **10** months.

37VF121 Three-piece
Bed Outfit. Bed, Spring
and Mattress as described
above in sizes 54, 48 and 39-
in. widths by 72 ins. long.
(Be sure to state size de-
sired). Shpg. wt. about 144
lbs. 1st class freight.
Cash Price..... **\$18.95**
Time Price..... **\$20.75**
\$3.75 down and **\$1.70**
a month for **10** months.

Complete

\$12.50



Couch and Mattress Complete

37VF125 Sliding Bed Couch with Mattress.
Rustless link fabric spring fastened to angle steel
frame. Good quality sanitary-filled mattress
covered with floral cretonne, valance along front and sides. Bed open is 48 ins. wide
by 72 ins. long; closed 26 ins. wide. Shipping weight about 90 lbs. 1st class frt.

37VF144 Similar to **37VF125** but with drop sides.
Cash Price..... **\$12.50** | Time Price..... **\$13.75**
Terms: **\$2.25** down and **\$1.15** a month for **10** months.



37VF126 Very comfortable Arm
Rocking Chair made of loom-woven
fibre, finished in shaded Brown enamel
finish, decorated. Upholstered in high grade cretonne.
Spring automobile style removable seat. Shipping
weight about 40 lbs. Double 1st class freight.
Cash Price... **\$10.75** | Time Price... **\$11.75**
Terms **\$1.75** down and **\$1.00** a mo. for **10** mos.
37VF127 Arm Chair made to match **37VF126**.
Shpg. wt. about 40 lbs. Double 1st class freight.
Cash Price... **\$10.50** | Time Price... **\$11.50**
Terms **\$2.00** down and **95¢** a mo. for **10** mos.



Nurse Rocker

37VF128 Comfortable
Nurse or Sewing Rocker made
of hardwood, golden finish. Strong
spindle back with embossed top
slat. Neatly shaped seat. Fancy
turned spindles. Wonderful
value. Shipping weight about
20 lbs. 2nd class freight.
Cash
Sale Price..... **\$2.45**

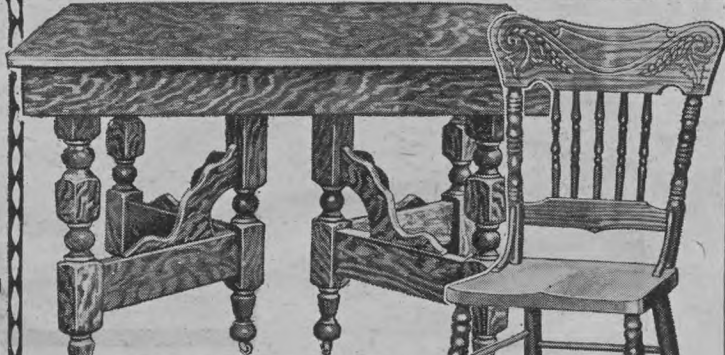


Table Extends to 8 Feet

37VF129 Low priced 7-piece Dining Room
Suite. Table of Kiln-dried hardwood finished
in Golden Color. Top measures 42 x 50 inches
and extends to 8 feet. (Extra leaves included).
The 6 chairs are made of hardwood, finished
Golden Color, wide embossed top slat. Ship-
ping weight about 190 lbs. 1st class freight.
Cash Price **\$26.95** | Time Price **\$29.50**
Terms **\$5.00** down and **\$2.45** a month for **10** months.

37VF130 Extension Table. Shpg. wt. 125 lbs. 1st class.
Cash Price..... **\$16.75** | Time Price..... **\$18.25**
Terms **\$3.25** down and **\$1.50** a month for **10** months.

37VF131 Set of 6 Chairs. Shpg. wt. 65 lbs. 2nd class.
Cash Price..... **\$10.25** | Time Price..... **\$11.25**
Terms **\$1.75** down and **95¢** a month for **10** months.

Set of 6 Chairs

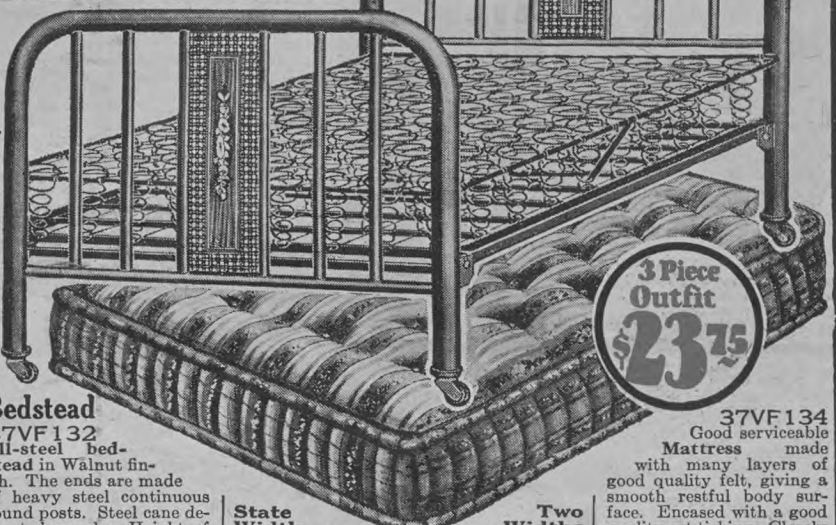


Mattress
8⁷⁵

Extra Value

37VF136 A good quality, comfortable Mattress offered at a particularly low price. Made with several layers of fine quality felt, giving a smooth restful surface. Has a deep border, finished with a heavy roll edge, well stitched. Evenly tufted and encased in a quality art ticking. Sizes 54, 48 and 39 inches wide by 72 inches long.
Shipping weight about 50 lbs. 1st class freight.
Cash Price... **\$8.75** Time Price.... **\$9.60**
Terms: **\$1.60** down and **80¢** a month for 10 months.

Buy Now and Save Money



3 Piece Outfit
23⁷⁵

Spring
7⁶⁵

21⁹⁵



Extra Value and a Very Tempting Price

Sagless Cable Spring

37VF137 This sagless Cable fabric Spring is exceptional value, and will give you wonderful comfort and service. The steel fabric is made of twisted cable wires—more resilient and stronger than if made of single wires—and is elevated and fastened to heavy angular steel ends by helical springs. Made in sizes 54, 48 and 39-inch widths by 72 inches long. Shipping weight about 50 lbs. 1st class freight.
Cash Price.... **\$7.65**
Time Price.... **\$8.40**
Terms **\$1.40** down and **70c.** a mo. for 10 mos.

Bedstead

37VF132 All-steel bedstead in Walnut finish. The ends are made of heavy steel continuous round posts. Steel cane decorated panels. Height of head end about 48 ins.; foot end about 33 ins. Sizes 48 and 54 ins. wide by 72 ins. long. Shipping wt. about 54 lbs. 2nd class freight.
Cash Price.... **\$9.75**
Time Price.... **\$10.65**
Terms **\$1.65** down and **90¢** a mo. for 10 mos.

State Width

37VF133 Comfortable Coil Spring. Has 90 tempered steel coils (in 54-inch width). Automatic side braces. Coils supported by steel cross bars and held in place by interlaced wire top. Sizes 48 and 54-ins. wide by 72 ins. long. Shipping weight about 60 lbs. 1½ times first class freight.
Cash Price **\$6.00** Time Price **\$6.55**
Terms **\$1.05** down, **55¢** a mo. for 10 mos.

Two Widths

37VF134 Good serviceable Mattress made with many layers of good quality felt, giving a smooth restful body surface. Encased with a good quality art ticking. Closely tufted top, stitched sides, heavy roll edge, full depth border. Sizes 48 and 54-inch widths by 72 ins. long. Shipping weight about 50 lbs. 1st class frt.
Cash Price.... **\$8.00**
Time Price.... **\$8.75**
Terms **\$1.25** down and **75¢** a mo. for 10 mos.

37VF135 Three-piece Bed Outfit—as described above. Take advantage of this special offer. Bed, Spring and Mattress in sizes 48 and 54 inch widths by 72 inches long. Shipping weight 164 lbs. 1st class freight.
Cash Price.... **\$23.75** Time Price.... **\$25.95**
Terms: **\$4.45** down and **\$2.15** a month for 10 months.

Neat Dresser

37VF138 Neat design in a Dresser, made of seasoned Birch, finished Walnut color. Large top with moulded edge, size 18 x 37 ins. Polished front, top and ends. Three deep drawers (centre one ornamented), fitted with metal drop handles. Turned front legs. Turned standards support a swinging frame fitted with British Plate mirror size 18x24 ins. Shpg. wt. about 125 lbs. 1st cl. frt.
Cash.... **\$21.95**
Time.... **\$23.95**
Terms **\$3.95** down and **\$2.00** a month for 10 months.

Washstand
(Not illustrated)

37VF139 Washstand to match above dresser. Double door cupboard, large top drawer. Top size 18 x 30 ins. Splasher back. Shpg. wt. about 60 lbs. 1st class freight.
Cash.... **\$9.75**
Time.... **\$10.75**
Terms **\$1.75** down and **90¢** a month for 10 months.

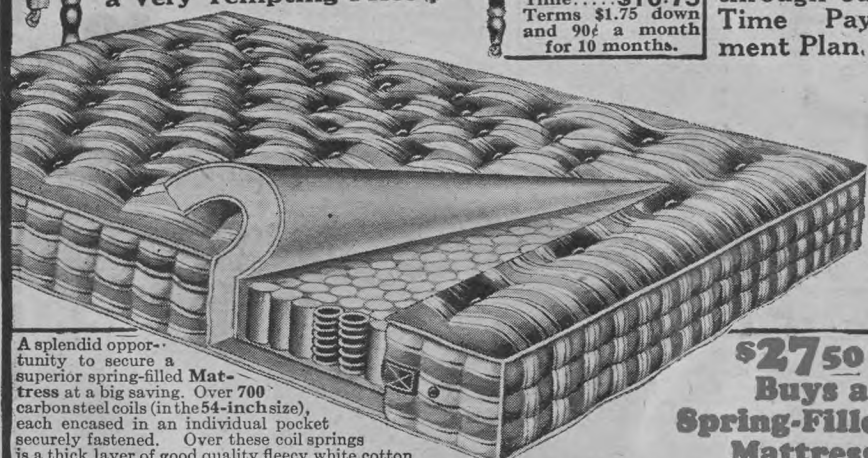
Complete
6⁹⁵

Mattress



NOTICE
Your Total Time Payment Purchase must amount to **\$25.00** or over in order to Buy through our Time Payment Plan.

37VF140 Sturdy folding Steel Cot with restful roll-up Mattress for less than the price you would expect to pay for the cot alone. Cot has strong angle steel frame, finished in Brown enamel and fitted with rust-proof link spring. Sanitary mattress is filled with soft jute and covered with striped ticking. Size about 30 x 72 inches. Shipping weight about 44 lbs. 1st class freight.
Cash Price.... **\$6.95** Time Price.... **\$7.65**
Terms: **\$1.15** down and **65¢** a month for 10 months.



A splendid opportunity to secure a superior spring-filled Mattress at a big saving. Over 700 carbonsteel coils (in the 54-inch size), each encased in an individual pocket securely fastened. Over these coil springs is a thick layer of good quality fleecy white cotton felt, encased in an extra good quality of heavy woven fawn stripe ticking. Bound edges and tape tuft top which does not collect dust. The ends have openings for ventilation. Made in sizes 48 and 54-inch widths by 72 inches long. Shipping weight about 90 lbs. (for the 48 and 54-inch width) and 80 lbs. for the 39-inch width. 1½ times first class freight.
37VF142 Mattress 54 or 48-inch widths.
Cash Price.... **\$27.50** Time Price.... **\$30.00**
Terms **\$5.00** down and **\$2.50** a mo. for 10 mo.
37VF143 Mattress 39-inch width.
Cash Price.... **\$26.00** Time Price.... **\$28.50**
Terms **\$5.00** down and **\$2.35** a mo. for 10 mo.

\$27⁵⁰
Buy a Spring-Filled Mattress



\$11²⁵
Crib and Mattress

37VF141 "Safety" Crib in a beautiful Walnut finish, and Sanitary Mattress. Crib has tubular steel corner posts and centre fillers. Sliding sides equipped with "safety" fasteners. Rustless link fabric spring. Outside measurement about 27 x 51 inches. Mattress is filled with soft white Cotton and covered with floral ticking. Shipping weight about 65 lbs. 2nd class freight.
Cash Price.... **\$11.25** Time Price.... **\$12.25**
Terms: **\$2.25** down and **\$1.00** a month for 10 months

Extra Value Scotch Fingering



51V350 Now, during Simpson's Sale, you can buy your regular 4-ply Fingering at a big saving in price. It is a serviceable yarn of excellent quality and is just splendid for making sweaters, socks, etc. Choice of Black, Brown, Grey, Nav or Buff.
Sale price delivered, 1 pound. **\$1.10**

Notion Specials

2oz. Skein



51V353 Art Silk Cable Twist of excellent quality. Makes fine shawls, knitting bags, hats, fringes, etc. White, Golden Brown, Silver Grey, Peach, Peacock Green or Rose.
Sale price del'd 2-oz. skein..... **35¢**

51V354 Art Silk Knitting Yarn—a lovely rope twist for knitting sweaters, pullovers, etc. White, Peach, Buff, Flame, Orange, Mauve, Powder Blue, Black.
Sale price delivered 2-oz. skein..... **35¢**

Super Quality Scotch Fingering



4-ply Scotch Fingering is fine for knitting sweaters, socks, etc. And just note the low price! White, Black, Oxford Grey, Brown Heather, Buff, Tobacco Brown, Cardinal.
51V351 1-lb. Sale price delivered. **\$1.49**
51V352 ¼-lb. Sale price delivered... **38¢**



Sewing Silk
51V355 Rickard's Sewing Silk, evenly spun and lustrous. In 40 yd. spools. Black, White and Colors.
Sale price delivered, 2 spools **13¢**

Sewing Thread
Samson 6-cord Sewing Thread for either hand or machine use. Sizes 40 and 50 only. White or Black.
Sale prices delivered:
51V357 1 spool..... **7¢**
51V358 12 spools.... **79¢**



51V355 80-yd. spools, size 40. Black, White, Light Blue, Scarlet, Copen, Navy, Dark Reseda, Light Cinnamon, Nile, Mid Brown, Light Rose, Light Mauve, Cream, Gunmetal, Grey.
Sale price delivered... **3 for 13¢**

Bias Tape
51V359 Tape ½-in. wide. White, Red, Pink, Light Blue, Apple Green, Rose, Yellow, Sand. State colors wanted.
Sale price delivered
Six yard piece for... **10¢**



51V360 Brilliant Rhinestone Trimming Buttons—each gem nicely mounted on rustproof metal back.
Sale price del'd 2 cards for..... **17¢**



51V361 Rayon Art Silk Elastic in 6-yard strip. White only. Width ¼-in.
Sale price del'd 6-yard piece..... **18¢**



51V362 Girdlette Hose Support of broadened cotton with web elastic sides and 4 strong elastic hose supporters. Sizes 24 to 32.
Sale price del'd **60¢**



50V496 Kiddy's Set consisting of pretty bead necklace, bracelet, beaded purse with chain handle and a brooch.
Sale price delivered..... **39¢**



51V363 Rhinestone Dress Ornaments. A: a 2-piece ornament mounted with rhinestones. B: a 1-piece slide ornament—brilliant rhinestones on silvered clasp. Please state whether A or B desired.
Each..... **39¢**



Rustproof Brass Safety Pins
51V364 "Simco" Safety Pins of nickel-plated hard brass. They are rustproof and have sharp points. Twelve on each card in three sizes. Another of our splendid Sale Specials.
Sale price del'd 5 cards for... **20¢**



50V490 "Tidi-bob" Hair Pins for bobbed hair. Crimped spring steel. Black or Brown. 12 on a card.
Sale price del'd 2 cards **17¢**



Ondule Wavers
50V491 Double Prong Hair Wavers with wooden handles. Make lovely lasting marcel waves.
Sale price del'd **25¢**



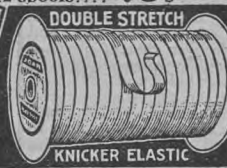
50V495 This low-priced Marceling Outfit consists of nickel-plated curling iron, alcohol lamp with asbestos wick, nickelled holding tray.
Sale price delivered..... **62¢**



51V375 Mending Wool of fine quality in half-ounce skeins. Brown, Grey, Champagne, Black, White.
Sale price delivered..... **3 skeins 25¢**

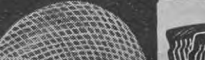


50V497 An attractive and moderately-priced Belt. Choice of white kid with pretty white buckle. Width 1½ inches. Sizes 36 to 42. Excellent value.
Sale price delivered..... **25¢**



Knicker Elastic
Among our leading Sale Bargains is this strong double stretch White cotton-covered Knicker Elastic. It is of good quality and can be had in two widths. Sale prices del'd:
51V365 ¼-inch. 12¢
51V366 ½-inch. 14¢

51V367 Women's dainty elastic garters with pretty rosettes. Sale price del'd a pair **23¢**



51V368 Cotton-covered ½-in. White Elastic. Sale price del'd Six yards for... **23¢**



50V494 Marcel water-waving Combs for making beautiful lasting waves in your hair. Set of 6 combs. An unusual bargain at this low price.
Sale price delivered Set of 6 combs..... **25¢**



50V493 Shingle Net of art silk with fancy bandeau ear pieces and chin band. Saxe Blue or Rose Pink.
Sale price delivered... **19¢**



50V492 Wavy 3-stem Switch made of selected human hair. Conceals thin or prematurely grey hair. Length 22 ins. No greys.
Sale price delivered... **\$1.59**



51V371 Trimming Buttons in assorted fancy designs. Red, Blue, Green, Amber, Sand, Black, White.
Sale price del'd 2 cards (24 buttons)... **15¢**



51V376 Sturdy Shoe Laces, 36 ins. long, with secure tags. Black only. A fine bargain.
Sale price del'd 2 dozen laces... **18¢**



51V369 "Knitwell" is a warm-giving 4-ply yarn of good quality. Oriental Blue, Havana Brown, Buff, Black, White, Raspberry, Pearl Grey, Bright Orange, Pansy Purple, 1 oz. balls. Sale price del. 5 balls **39¢**



51V370 "Gaelic" Safety Pins of nickelled steel. 12 pins in 3 sizes on card. Sale price del'd 6 cards..... **14¢**



51V372 Dress Shields of high-grade rubberized nainsook. Perspiration-proof and easily adjusted. Flesh color. Sizes 2, 3, and 4. Sale price del'd one pair..... **19¢**



51V371 Trimming Buttons in assorted fancy designs. Red, Blue, Green, Amber, Sand, Black, White.
Sale price del'd 2 cards (24 buttons)... **15¢**



51V376 Sturdy Shoe Laces, 36 ins. long, with secure tags. Black only. A fine bargain.
Sale price del'd 2 dozen laces... **18¢**



51V371 Trimming Buttons in assorted fancy designs. Red, Blue, Green, Amber, Sand, Black, White.
Sale price del'd 2 cards (24 buttons)... **15¢**



51V371 Trimming Buttons in assorted fancy designs. Red, Blue, Green, Amber, Sand, Black, White.
Sale price del'd 2 cards (24 buttons)... **15¢**



51V369 "Knitwell" is a warm-giving 4-ply yarn of good quality. Oriental Blue, Havana Brown, Buff, Black, White, Raspberry, Pearl Grey, Bright Orange, Pansy Purple, 1 oz. balls. Sale price del. 5 balls **39¢**



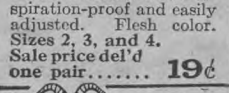
51V370 "Gaelic" Safety Pins of nickelled steel. 12 pins in 3 sizes on card. Sale price del'd 6 cards..... **14¢**



51V372 Dress Shields of high-grade rubberized nainsook. Perspiration-proof and easily adjusted. Flesh color. Sizes 2, 3, and 4. Sale price del'd one pair..... **19¢**



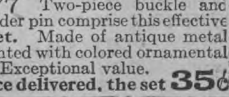
51V371 Trimming Buttons in assorted fancy designs. Red, Blue, Green, Amber, Sand, Black, White.
Sale price del'd 2 cards (24 buttons)... **15¢**



51V376 Sturdy Shoe Laces, 36 ins. long, with secure tags. Black only. A fine bargain.
Sale price del'd 2 dozen laces... **18¢**



51V371 Trimming Buttons in assorted fancy designs. Red, Blue, Green, Amber, Sand, Black, White.
Sale price del'd 2 cards (24 buttons)... **15¢**



51V371 Trimming Buttons in assorted fancy designs. Red, Blue, Green, Amber, Sand, Black, White.
Sale price del'd 2 cards (24 buttons)... **15¢**

Genuine

Split Cowhide

EXTRA SPECIAL VALUES

20 inch Suit Case Bargain



50VP465 Strong handsome Club Bag of Black walrus-grained genuine split Cowhide leather securely riveted to steel frame. Leather reinforcements at corners. Two handles sewn and riveted on. Reliable lock and end clips. Choice of straight handles and imitation leather lining, or drop handles and fancy cambric lining. Length 18 inches. **\$4.85**
Sale price delivered.....



Pouch Bag with Top Handle
50V471 Attractive Pouch Bag with top-handle. Made of pebble-grained leather with plain panel at front forming a pocket for the dainty handkerchief included. Inside frame and mirror. Brown or Beige. About 7 1/2 x 6 1/2 ins. **\$1.19**
Sale price delivered.....

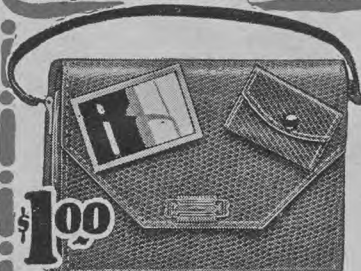


Pouch Bag with Back Strap
50V472 Smart Pouch Bag in the popular back strap style. Well made of grained leather. Has fancy frame, inside frame and hanging mirror. Your choice of Beige, Coco or Grey. About 8 1/4 x 5 1/2 inches. **\$1.43**
Sale price del'd.

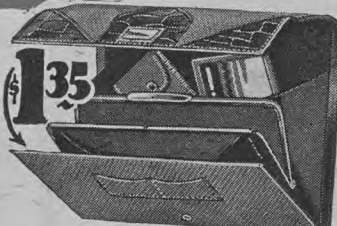


Wardrobe Hat Box Very Special

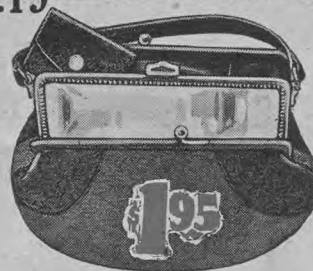
50VP466 Here is a remarkably good Suit Case specially reduced during Simpson's Sale. Made of Black Enamel Duck and bound at edges with Brown leather. Has strong handle and fasteners. Dainty Cambric lining and inside pocket. Length 20 inches. **\$6.25**
Sale price delivered.....



50V473 You are offered remarkably good value in this Swagger Bag with hanging handle. Made of snake-grained leather. Inside frame, coin purse and mirror. Grey or Beige. About 7 1/2 x 5 1/4 ins. **\$1.00**
Sale price delivered...



Under Arm Bag with Back Strap
50V474 Here is an Under Arm Bag you are bound to like—it's a beauty. And it's priced low, too. Made of snake-grained leather trimmed with crocodile-grained leather. Has inside frame, coin purse, mirror and place for stamps. Beige with Coco Brown trim; Coco Brown with Blond trim. About 8 x 5 1/4 ins. **\$1.35**
Sale price del'd



50V475 A lovely Pouch Bag of maple-grained leather with double frame having oblong mirror. Has hanging handle and strong clasp. Choice of Beige trimmed with Coco Brown; Grey trimmed with Blue. About 9 x 6 1/4 ins. This is an unusually good Sale Special. **\$1.95**
Sale price delivered.....



50V476 When you go shopping you will certainly appreciate the convenience of this Shopping Bag—it's so roomy. Well made of Black leatherette trimmed with Grey. **\$3.00**
Sale price delivered.....



Leather Lined

Rare Value

50VP468 One of our leading Sale Specials is this splendid well made Club Bag of walrus-grained genuine Split Cowhide. Leather reinforced at corners. Securely rivetted to strong covered steel frame. Sturdy drop handles, reliable lock and secure end clips. Inside lined with pig-grained leather. Two inside pockets. Length 18 inches. **\$7.45**
Sale price delivered.....



Extra Special

50VP469 If you want a real good serviceable Club Bag at an unusually low price, then buy this one—it's a dandy. The regular price was \$5.00—it's yours for only \$4.19. Made of Brown waterproof Mochatan with keratol covered frame. Two strong drop handles, secure lock and end clips. Lined with check cambric. Big inside pocket. Length 18 ins. **\$4.19**
Sale price delivered.....



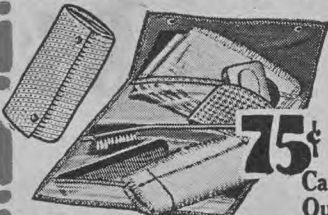
50V477 This is one of our extra special Sale Bargains. Under Arm Bag of Brown imitation Crocodile grain. Contains inside frame and mirror. Nicely lined. **\$8.90**
Sale price delivered.....



Genuine Split Cowhide

Reg. \$1.89 For \$1.29

50VP470 A sturdily-built Boston Bag of Brown Split Cowhide—excellent value at Simpson's price. There are two strongly-made handles, leather strap, and it is lined with pretty cretonne. Length 13 1/2 ins. **\$1.29**
Sale price delivered.....



50V478 Campers' Handy Travelling Outfit in cloth-covered rubberized case. Towel, face cloth, tooth brush, soap—each in separate compartment. Very compact—occupies small space. **\$7.50**
Sale price delivered....

Campers' Outfit



Smokers' Set

50V480 Smokers' Combination Set priced very low during the Sale. Set consists of good-quality real leather pouch with rubberized lining; fine briar pipe with vulcanite stem; nickel-plated lighter; extra flints and wick for lighter; and set of pipe cleaners. **\$7.30**
See Page 207 in our Spring Catalogue for Larger Pipe Assortment.



Your Choice

\$8.50 each

Sweet-Smoking Briar Pipes

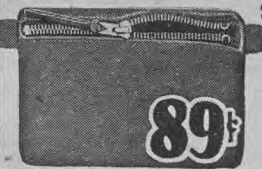
Sweet-smoking Briar Pipes with ambria stems. They are of excellent quality and each pipe comes in neat case. Your choice of Bulldog or Billiard shape. Please state choice.

50V481 Bulldog. **\$8.50**
50V482 Billiard. **\$8.50**
Sale price delivered each.....



Three Fine Pipes at a Special Price

50V479 The man who enjoys a cool smoke will certainly be pleased with this bargain. Cool-smoking French Briar pipes with vulcanite stems. Your choice of three shapes; Billiard, Bulldog and Bent. State shape wanted. **\$5.00**
Sale price delivered, three pipes....



Summer Special

50V483 Lightning Tobacco Pouch of high-grade leather with zipper fastener. Lined with rubberized fabric. Keeps tobacco in perfect condition. **\$8.90**
Sale price delivered.....

Remarkable Value

50V484 Reliable nickel-plated Lighter specially reduced for this Sale. **\$7.90**
Sale price del'd.



A fine Briar bowl socket Pipe for only 55¢. The regular price is 75¢. Your choice of Billiard or Bulldog shape. **\$5.50**
50V485 Billiard. **\$5.50**
50V486 Bulldog. **\$5.50**
Sale price delivered each.....



50V487 Here's splendid value in a cool-smoking Pipe of compressed Meer-schaum. Stem of Ambria. Comes in neat case. Regular \$2.00. **\$1.49**
Sale price delivered.....

Hosiery Sale Specials



3 pairs
79¢

**Lisle
Finished
Cotton**

**An Immense
Saving Here on
Serviceable**

Hose for Women

16V210 Imagine getting such splendid hose as these for such a low price! They are among our big Sale features. Knitted from fine lisle-finished cotton yarns. Heels and toes double for extra strength. Neat-fitting and very serviceable. Champagne, sand, grey, white, black. Sizes 8½, 9, 9½, 10. Sale price delivered a pair... **3 pairs 79¢**

**Boys'
Extra
Strong
Cotton**



2 pairs
69¢

Extra Good Value

16V214 Unusually serviceable hose for boys—the kind that active lads should have for everyday wear. Priced to save you money. Knitted from strong black cotton, in 2 x 1 rib style. Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. Sale price delivered... **2 pairs 69¢**



55¢
pair

**Silk
and
Lisle**

**It Will Pay any Woman
To Lay in a Supply of These
Fibre-Silk-and-Lisle Hose**
16V219 Women's hose of fibre silk plated over fine mercerized lisle. Toes and heels spliced. Peach, French nude, grey, flesh, sand, black. Sizes 8½, 9, 9½, 10. Sale price delivered a pair... **55¢**

Women's Silk-and-Wool Hose
16V220 Women's serviceable hose knitted from lustrous art silk plated over fine wool cashmere. Double heels and toes. Fit neatly. Grey, flesh, sand, French nude, Champagne, black. Sizes 8½, 9, 9½, 10. Sale price delivered a pair... **68¢**



**Women's
Silk
and
Wool**

68¢
pair

16V220



**Girls'
Silk
and
Lisle**
33¢

A Money-saving Price
16V211 Girls' ¾-length hose. Roll cuffs. Fine art-silk-and-lisle. Blue, new tan, or sand combinations. Sizes 6½, 7, 7½, 8, 8½, 9. Sale price delivered a pair... **33¢**



**Boys'
Fancy
Check**
33¢

Don't Overlook This!
16V212 Boys' cotton socks, ¾ length. New Jacquard patterns. Fawn-with-brown; fawn-with-blue; brown-with-green. Sizes 7, 7½, 8, 8½, 9, 9½. Sale price delivered a pair... **33¢**

SOCKS and STOCKINGS for the BABIES



For Infants' and Children
16V215 Half-length socks knitted of fine cotton, with straight tops and fancy stripes. White, pink, sky, romper blue. Sizes 4, 4½, 5, 5½, 6, 6½. Sale price delivered **2 pairs 25¢**

'A Bargain in Babies' Hose
16V216 Infants' fibre silk-and-wool hose of fine soft quality—a big Sale special. 1 x 1 rib. Heels and toes spliced. No seams to hurt little feet. White, sand, flesh. Sizes 4, 4½, 5, 5½. Sale price delivered a pair... **36¢**



**Girls'
Rib
Cotton**
2 pairs
45¢

16V218

**Mothers Can Cut Down
on Hosiery Bills Here!**

16V218 Girls' serviceable cotton hose knitted in 1 x 1 rib—priced away below usual. Black, brown, sand, white. Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. Sale price delivered **2 pairs 45¢**



**Women's
Pure
Silk**
89¢
pair

**All New
Colors**

16V221 Women's medium-weight hose knitted of pure silk up to the garter hem. Seamed back. Sand, flesh, gun-metal (rifle), French nude, blonde (honey beige), fawn (beige), black, white. Sizes 8½, 9, 9½, 10. Sale price delivered a pair... **89¢**



**Women's
Cotton**
2 pairs
49¢

**Look at This
Low Sale Price!**

16V222 Women's serviceable cotton hose for everyday wear. Neat in fit. Grey, sand, French nude, black, white. Sizes 8½, 9, 9½, 10. Sale price delivered **2 pairs 49¢**



**Misses'
Silk
and
Lisle**
2 pairs
85¢

**Every Pair You Buy
Saves You Money**

16V223 Misses' hose plain-knit of art silk plated over fine lisle. The most serviceable hose you could buy. French nude, flesh, sand, black, white. Sizes 7, 7½, 8, 8½, 9, 9½. Sale price delivered **2 pairs 85¢**



**The Popular
Sockeese**

16V224 Misses' and women's English all-wool sockeese, specially priced in the Sale. Contrasting striped cuffs. For Sports or street wear. White, blonde, nude. Sizes 8½, 9, 9½, 10. Sale price delivered a pair... **53¢**

**English
Sockeese**

53¢
pair

16V224

68¢
pair



**Good-Wearing
Silk Hosiery
for Women**

Bargain Priced!

16V213 Here's a value you won't often meet! Women's hose knitted of pure silk and reinforced with fibre silk—the silk part reaching well above the knee. Excellent for general wear. Order today! Grey, champagne, flesh, sand, French nude, blonde (honey beige), white, black. Sizes 8½, 9, 9½, 10. Sale price delivered a pair... **68¢**

**Boys'
Rib
Cotton**
2 pairs
45¢

BUY HOSIERY NOW! SAVE MONEY!

Art Silk Top to Toe

43¢

Don't Overlook this Big Value
16V225 This is really spectacular value! Lovely lustrous art silk hose of wonderfully serviceable quality. Heels, toes, and soles double. Blond, Champagne, grey, new brown (beechnut), French nude, sand, peach, white, black. Sizes 8½, 9, 9½, 10. Sale price del. a pair..... **43¢**

Silk Reinforced

53¢

Rib Top

59¢

Mercerized Lisle

2 prs. 69¢

Splendid for Everyday
16V228 Get a supply of these splendid hose for ordinary wear—it will pay you. Knitted of mercerized lisle. Heels and toes spliced. Peach, orchid, flesh, brown, sand, grey, French nude, white, black. Sizes 8½, 9, 9½, 10. Sale price delivered a pair **2 prs. 69¢**

Orient Point Heel Full Fashioned

\$1.49

Extra Serviceable Silk Hose
16V226 The wear you'll get from these low-priced hose will more than surprise you. They are knitted of pure silk and reinforced with fibre silk. Heels and toe double. French nude, grey, flesh, blond (honey beige), Champagne, sand, black, white. Sizes 8½, 9, 9½, 10. Sale price delivered a pair. **53¢**

A Big Hosiery Bargain Here
16V227 Not often will you see hose of this quality priced so low. Knitted of art silk over lisle. Ribbed garter tops. Toes and heels double. Flesh, grey, sand, blond (honey beige), gunmetal (rifle), French nude, black. Sizes 8½, 9, 9½, 10. Sale price delivered a pair **59¢**

Pure Silk Full Fashioned

\$1.25

Full Fashioned French Heel

\$1.75

Silk Reinforced Point Heel

69¢

Lovely Quality—Priced Low
16V231 Full-fashioned hose, pure silk right to the hem. Gunmetal, French nude, grey, flesh, honey beige (blond), new brown (walnut), sand, black, white. Sizes 8½, 9, 9½, 10. Sale price delivered a pair.... **\$1.25**

Note the New Style Heel!
16V232 Hose of pure silk from the colored picot top to the toe. French lift-heel. Flesh, suntan, sun blush, grey, sand, new brown, gunmetal, white. Sizes 8½, 9, 9½, 10. Sale price delivered a pair.. **\$1.75**

Here's a Real Saving!
16V233 Serviceable hose of pure silk, reinforced with fibre silk. Lisle garter hems and point heels. Flesh, beige (fawn), Champagne, French nude, grey, sand, gunmetal (rifle), white, black. Sizes 8½, 9, 9½, 10. Sale price delivered a pair..... **69¢**

Lovely Hose Special!

98¢

16V234 Women's pure silk with strong garter hem of mercerized lisle—the silk part extra to come well up over knee. Gunmetal (rifle), sand, blond (honey beige), suntan, grey, French nude, new brown (beechnut), mauve - taupe, black, white. Sizes 8½, 9, 9½, 10. Sale price delivered a pair.. **98¢**

For Misses and Women

35¢

16V235 New sockeets of mercerized lisle. Fancy turn-down cuffs in assorted colors. For street or Sports wear. White or sand. Sizes 8½, 9, 9½, 10. Sale price delivered a pair **35¢**

For Infants and Children

2 prs. 49¢

16V236 Mercerized lisle socks. Roll cuffs. Assorted colored tops. Wonderful value. Pink, romper, canary, sky, sand, white, mauve. Sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½. Sale price delivered.. **2 pairs 49¢**

Art Silk

2 prs. 69¢

Many Lovely Shades
16V237 Women's lustrous fibre silk hose, shaped to fit neatly and extremely serviceable. Champagne, apple green, French nude, grey, flesh, suntan, sand, gunmetal (rifle), new brown (beechnut), orchid, peach, black, white. Sizes 8½, 9, 9½, 10. Sale price delivered.... **2 pairs 69¢**

Sale of Girls' Dresses

Just See This!

25V385 Big Saving on this dress of fine quality English voile—an attractive new style for Summer. Skirt gathered to the bodice. Pockets and collar of white organdie. Ages 8, 10, 12, 14 years.

Sale price delivered **\$1.98**

English Voile



English Voile



Batiste Voile



English Voile

Special!

25V386 Shown above is a dainty Summer dress of fine English voile. Trimmed with white organdie and colored pipings. A lovely dress at a bargain price. Color as shown. Ages 8, 10, 12, 14 years. Sale price del'd.. **\$1.98**

Skirt and Waist Complete **\$2.59**

Batiste Voile Dress

One of the prettiest dresses a girl could have for Summer—and note how low it is priced in the Sale! Made from fancy batiste voile, with collar of white organdie. 8, 10, 12, 14 years.

25V378 Red-and-White.
25V379 Jade Green-and-White.

Sale price delivered **\$1.59**



\$3.39
Complete

Skirt **\$2.39**

Smart Skirt Sale-Priced

Of all-wool flannel, pleated all-around and sewn to a white cotton waist. A big sale bargain for the young girl. Ages 8, 10, 12, 14, 16 years.

25V387 Navy.
25V388 Scarlet.
25V389 White.
Sale price del'd.. **\$2.39**

Middy Blouse Smart and Popular

25V380 Of white jean cloth, with navy collar and red tie. Priced away low. 8, 10, 12, 14, 16 years. Sale price delivered..... **\$1.00**

Wool Skirt

Skirt of all-wool flannel sewn to a white cotton waist. Crystal pleats all-around. Button trimming. 8, 10, 12, 14, 16 yrs.

25V381 Cardinal.
25V382 Leaf Green.
Sale price del'd.. **\$1.59**

Broadcloth Waist

25V390 Pullover style, with band at bottom. Roll collar and a pocket. White, trimmed with red or with green. 8, 10, 12, 14, 16 years. Sale price delivered **\$1.00**

The flannel skirt and the broadcloth waist together. Sale price delivered **\$2.59**

Flannel Skirt **\$1.59**

Smartest Summer HATS at LOW SALE PRICES

\$1.95

Summer Sport hat of fine soft felt. Sand with brown ribbon; powder blue with black; almond green with dark green; solid yellow, grey or white.
33V100 Head size 21 1/2 inches.
33V101 Head size 22 1/2 inches.
Sale price delivered..... **\$1.95**

33V102 One of our sale specials! A hat of crochet visca straw. Has narrow droop brim. Trimmed with grosgrain ribbon and plush flowers. Sand, almond green, Copen blue, silver grey, sun-light yellow, black.
Head size 22 inches.
Sale price delivered..... **\$1.98**

Note These FIG VALUES in HATS!

\$1.98

33V103 Stylish hat of crochet visca straw, with brim in eyebrow effect. Trimmed with plush flowers and grosgrain ribbon. A wonderful value. Sand, almond green, Copen blue, silver grey, sun-light yellow, black. Head size 21 1/2 ins.
Sale price delivered **\$1.98**

33V104 Hat of azure straw braid. Wide poke brim short at back. Plush flower. Grosgrain ribbon. Copen blue with sand ribbon; almond green with sand; sand with brown; red with sand; black with Copen blue; solid white.
Head size 22 inches.
Sale price delivered..... **\$1.95**

This Coat and Other Similar Styles

Regular **\$9.50** to **\$12.95**
To Clear **\$6.69**

SIZES FOR COATS
13...38
14...39
15...39
16...40
17...40
18...41
19...41
20...42
40...44



Extra big sale value in smart fancy tweed coats, several styles similar to the model shown above. Double and single-breasted, tailored and utility styles. All fully lined.
19V475 Tan tones.
19V476 Grey tones.
Sale price del'd **\$6.69**

Wool All Bat Su

This is a Big Bargain

55V306 Have a bathing for the holidays! Buy this one save money! All-wool in sea or electric blue, with contrast stripes. Buttons on one shoulder and the tights are attached. the kind of bathing suit woman needs! Sizes 36 to 42 bust. Sale price del'd.. **\$1.00**